



3R's and 12½ B's

If you know your readin', 'ritin', and 'rithmetic, you will identify the three R's. We'll have to tell you, though, that each B stands for one billion dollars, and that 12½ is the number of B's to be spent by the nation's schools during the next 10 years for virtually every product that is manufactured or grown.

Schools, in short, must be included among America's expanding markets . . . and now, obviously, is the time for all good business men to go back to school.

You can teach a pretty lesson in printed salesmanship with Mead Papers of the Mead, Dill & Collins, and Wheelwright lines, but we can't promise you —

not yet — that you'll be able to enroll all you need.

Your Mead Merchant will keep you posted. He knows that all the resources and resourcefulness of "Paper Makers to America" are concentrated on the job of meeting the expanded needs of all expanding markets for "the best buy in paper today."

★★★ Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; Printflex; Canterbury Text and Cover Papers.

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THE REPORTER *of*

Direct Mail Advertising

APRIL, 1947

Vol. 10, No. 1

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THE REPORTER

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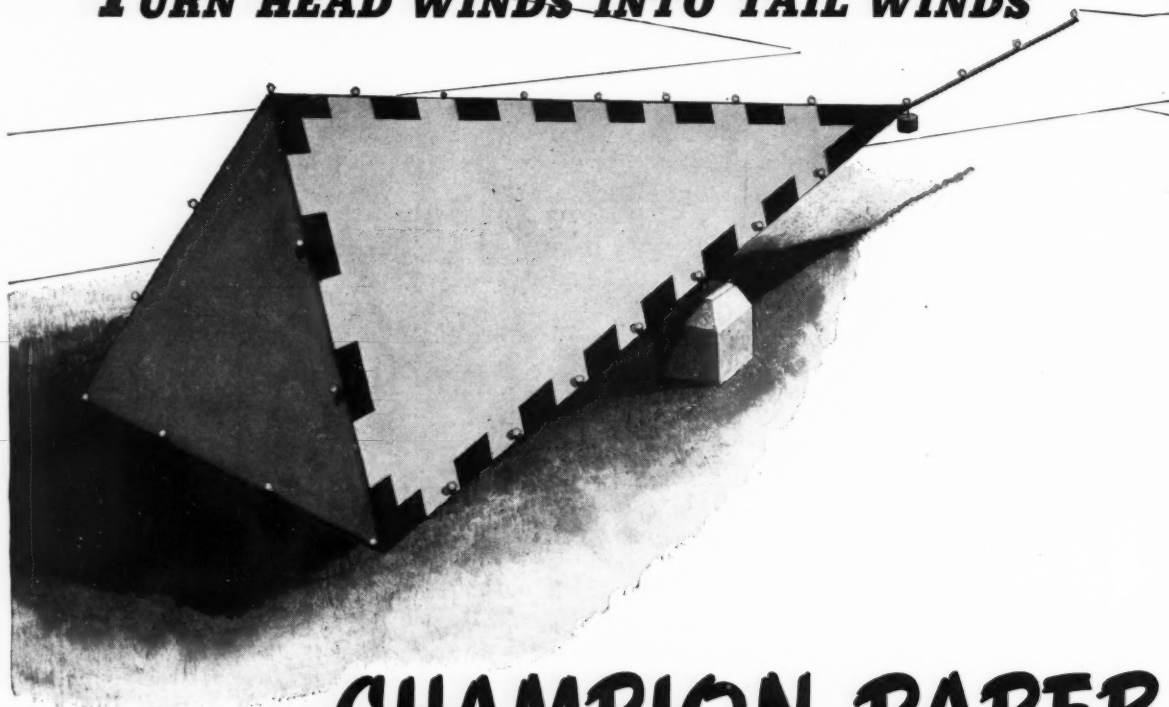
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The Month's Roundup

This issue of *The Reporter* happens to be the Tenth Anniversary issue. That, in itself, is not a world-shaking event. But to us who work here, it represents another milestone . . . a time to look back at the past . . . and a time to plan for the future.

We wanted to have a different sort of cover for this anniversary issue. We watched all of the house magazines coming through the mail . . . trying to pick up an idea which could be adapted.

Finally, the right thing arrived . . . the February-March issue (Vol. 2, No. 1) of *Good Impressions*, the copyrighted house magazine of The Associated Printers & Lithographers of St. Louis. It appealed to us as the best Direct Mail or graphic arts cover we have seen in a long time. . . . So we wrote Editor Mildred Weiler and by return mail received her gracious offer to loan us the original art work.

So our cover this month is by courtesy of The Associated Printers & Lithographers of St. Louis, Inc., 1805 Boatmen's Bank Building, St. Louis 2, Missouri.

Incidentally, a few words about *Good Impressions*. This reporter has been barnstorming for many years about the need for cooperative action in the graphic arts field in public relations and promotion. We've watched the work of the St. Louis crowd and we believe they are doing one of the best cooperative promotion jobs, if not the best, in the entire country. *Good Impressions* is a good magazine. It is skillfully and professionally created and printed. It carries solid and substantial articles about all phases of the graphic arts industry. It is slanted towards the people it is intended to impress . . . buyers of printing and lithography and mailing services in the St. Louis area. The business people of St. Louis are fortunate in having a live-wire crowd of graphic arts enthusiasts to give them the latest news and ideas about the possibilities and usefulness of printing and lithography.

* * *

The last issue of *The Reporter* developed some complaints (which issue doesn't?). Some of our friends didn't like the idea of devoting practically an entire issue to the postal situation. Well . . . *somebody* had to get steamed up about the postal situation. Rather than spread it out over many months, we decided to give you the whole story in one issue. Statistics about the Post Office are definitely dry reading. If the last issue of *The*



Reporter was dry . . . you can blame it on the fight to stop unnecessary or unfair increases in postal rates. It is your fight, too. In the future we won't have so much to say about postal rates.

* * *

During the month of April this reporter sat in on numerous conferences with the DMAA Program Committee. We can report that the convention program for Cleveland is practically completed. Topics for all the various sessions have been outlined and the speakers have been invited. Most of the acceptances are in. The DMAA will, within the next month, release the entire program. It will be one of the best in the history of DMAA conventions.

* * *

This reporter enjoyed a breakfast and a long morning session with one of the speakers for the Cleveland convention . . . Milton Gair of Redlands, California. Part of his story has been told in past issues of *The Reporter* (October 1944, August 1946). He is the man who put a "dog bar" in his men's furnishing store. He is the man who has used postcards so successfully in building good will and promoting new business.

But Milt Gair is known for other things and he is going to tell about

them at Cleveland. He was recently appointed as consultant to the Brand Names Foundation on point of sale promotion of the Brand Name system. At Cleveland, he will tell (and show) how he has used newspaper advertising for public service and institutional advertising. And how those newspaper advertisements have been used for Direct Mail followup, not only by himself but by his fellow retailers and by civic organizations not only in the west but throughout the whole country. It is an inspiring story and it should start an entirely new conception of the possibilities of cooperation between newspapers and Direct Mail.

We won't talk right now about the other speakers for Cleveland . . . but Horace Nahm has built a solid program for beginners on the fundamentals of Direct Mail. George Pfeiffer, 3rd, now of McGraw-Hill, will answer the complaints which have been voiced in the past on the lack of information about or attention to mail order selling. He has built a program which is bound to make a hit.

* * *

During the past month this reporter has spent a lot of time answering letters about the "printing costs" and "dear" situations. It's funny how so many people can get riled up about so many things . . . especially if they do not read very carefully the original article. We are reprinting (both pro and con) some of the letters which have come in about the elimination of "dear" in business letters. Let's not say any more about it here. We are still getting repercussions from our article on cutting printing and mailing costs. But we are still claiming the situation has to be licked some way. Perhaps the Graphic Arts Industry needs a Commission just like the Post Office. A Commission to study (for example) what is being done at some of the plants out in the mid-west to reduce cost of operation even though labor costs have gone up. There are new methods of composition, lock-up, make-ready and registering which will do much to offset the increased hour cost of labor.

We have had an opportunity during the past month to study the cost record of printing jobs running back over the past five or six years. It is pretty discouraging to see how the spiral of cost increase has worked from two angles. The hour costs have gone up and on top of that it is now taking more hours to do the same work. So the costs have not only doubled in the labor and supply end but in many cases they have been doubled again because of less efficiency in production. During the months to come *The Reporter* itself will experiment with new methods, working in close cooperation with the printer. We will experiment with new methods of saving time in composition and production. We will experiment with different paper. We will try to give you a better magazine in spite of our own increased cost. And we will not raise our subscription price.

* * *

There is one little item which should be cleared up in this Roundup for the Month. It is true that *this reporter* spends a lot of his time in Florida. But he has not retired. He is not on a perpetual vacation.

We didn't intend to talk about it in the magazine at present, but since many of our friends know of the situation, we may as well give you the facts for what they may be worth.

Last year, the grind and excitement of New York and the hullabaloo of making speeches caused the doctor to advise a change of climate and environment . . . and a slowdown. Florida seemed to offer the best solution. The sunshine there works wonders. And Florida isn't too far away from New York by air (just five hours). We sold our home in Garden City, L. I., and substituted for it a cottage and garden in St. Petersburg Beach, Florida. Part of each month we spend in our office there using the Sound Scriber to edit the magazine and to send ideas and instructions to New York. The little records get to New York by air-mail within twenty-four hours. Our New York office is likewise equipped with Sound Scriber equipment. Every day the office reports on what has happened. Visitors to the office talk their messages. Important conversations over the phone are recorded and airmailed to St. Petersburg, while

we are down there. Likewise, when we are in New York visitors to our Florida headquarters can talk into the Sound Scriber and we get their messages inside of twenty-four hours. It is all working out very satisfactorily. We think *THE REPORTER* will be improved by this new style of activity. For one thing, *this reporter* will get more opportunities to visit more cities on his way to and from the two headquarters. We are planning to make more investigations of Direct Mail activities in cities other than New York. In the future we will be covering activities in Atlanta, New Orleans, Dallas, St. Louis, Chicago and . . . look at your map.

In June, Henry Hoke, Jr., will take over the advertising and promotion jobs of the magazine and will devote all of his time to those activities. The "old man" will then be able to devote all of his time to traveling, interviewing, investigating, reporting and editing for Direct Mail.

So on this Tenth Anniversary of the starting of *THE REPORTER*, you will see that far from being retired or on vacation we are planning on bigger and better things.

GOOD TIMING STUNT

Agents representing the Aetna Life Insurance Company are currently using a very impressive mailing piece. It is just a simple little four page folder with a personalized curiosity question on the front cover, reading "Did you know, Miss . . . that your own special Bargain Day is coming up in a hurry?" Inside is an illustration of a surprised young lady questioning, "Who? . . . Me?"

Underneath is an explanation of how your age changes insurance-wise in the middle of the age year. Prominently rubber stamped in the center of the explanation is the date of the age change. Enclosed in the folder is a reduced photostat copy of the actual personal record of the person addressed in the Aetna file. The mailing is, of course, sent only to present customers. The return postcard is addressed to the agent who sold the original policy.

It is good personalizing and good timing.

POSTCARDS PULL

LAST CALL! to you of the 12th Infantry—Here It Is

Four stars of the war told by their own hands on their own words and compiled for you by Colonel Gordon B. Johnson who served with you from July 1913 to August 1918. Contains a complete roster of the regiment and 32 pages of official battle photographs, with narratives from General Barnes, and Colonel Becker that you will be proud to keep forever.

BECAUSE IT IS WRITTEN BY AND FOR THE CO., IT IS DIFFERENT THAN ANY OTHER HISTORY PUBLISHED OR TO BE PUBLISHED.

We are going to print in a few days. You can have this story of your own service if you send us your \$1.00 NOW! After printing, the book will be \$1.50 and promptly mailed.

Buy one and send your order TODAY! Books will be shipped 25 South Street, Box 416, Boston 2, Mass.

NOTE: Fill out the back order form on the reverse side of this card.

Dear Mr. Hoke:

I put your kind letter of the 30th aside until I could enclose samples of the job which I had designed to follow the format of your postcard "Dogs that Climb Trees."

While I have very successfully used postcard order form style of advertising before I felt your copy and arrangement and particularly the edging made a very attractive printed piece.

I appreciate your going out of your way to see that I did get a copy of some kind along the line I wanted.

A postcard of our own . . . sight unseen as far as product goes . . . although to customers previously having purchased similar material . . . has already brought in over \$1500. worth of business on an outlay of about \$85.00.

Ben Pollack
General Envelope Co.
25 South Street
Boston 2, Mass.

ADVERTISING EDUCATION DIRECTORY

The Advertising Federation of America, 330 West 42nd Street, New York 18, N. Y., has just released a copyrighted 48 page and cover Directory classifying and indexing all of the courses in advertising, marketing, selling, retailing and related subjects offered by colleges, universities, correspondence schools and advertising clubs in the United States. Gives details on subjects covered by each. Price \$2.50.

450,000 ASSISTANTS PLUS

SALES PROMOTION THROUGH DIRECT ADVERTISING

We are reproducing here a talk given by Wilfrid S. Rowe at the Hotel New Yorker before the sales convention of the Pencil Sales Department of Joseph Dixon Crucible Co., Jersey City 3, N. J. It may furnish ideas to other sales promotion managers with similar problems.

HOW ONE COMPANY USED THE 1946 D.M.A.A. SURVEY TO TEACH SALESMEN THE VALUE OF DIRECT MAIL

Gentlemen:

You cannot reach every draftsman, architect, engineer and commercial consumer in your territory with the Dixon story, but you can do it with the help of 450,000 assistants who are ready to do it for you. 450,000 helpers are a lot of helpers—the equivalent of 30 divisions.

Yes, there are 450,000 helpers who are ready to go to work for you: 450,000 postal employees who will do the missionary work, make the prospect calls and make the follow up calls that are physical impossibilities for you as an individual.

You may want to disregard direct advertising, considering it something that was dreamed up by the feather merchants, but let's look at the various classifications of direct advertising and then see if you can sever it from your sales activities. Here are its classifications: Direct Mail—and that includes duplicated campaign letters and individually typed follow-up letters, Production Literature, Dealer Helps, Printed Point-of-Sale promotion such as our annual Ticonderoga poster, House Organs (and "The Pencil News" will come to life again), Catalogs, Printed Public Relations Material, Annual Reports, Package Inserts, and Calendars. If you can dispense with those ten items, you can probably do without your ten fingers, too.

In a recent survey of 65 manufacturers with a combined annual advertising budget of nearly \$7,000,000, it was found that they allotted 27% of the total to direct advertising. That is representative enough

to show that direct advertising cannot be overlooked or underestimated if your territory is to be thoroughly cultivated and properly fortified against the return of competitive selling, if it isn't back with us already.

The survey to which I referred gave an even more representative opinion of the value of direct advertising. Let me mention here that when I was looking for some good red meat to put into this talk, I found that the Direct Mail Advertising Assn. had released the results of an extensive survey. It was exceptionally nice of this association to go to all that trouble for this talk, and I appreciate it . . . But to return to the survey: No one says that direct advertising can or will supplant a live sales force; on the other hand, no one can disregard its effectiveness. 634 firms were asked whether mail or personal contacts were more effective. Here are the answers: 345 or 54.4% voted for personal contact; 272 or 42.9% favored direct mail; a mere 9 or 1.4% maintained that both are equal, and 7 or 1.1% skipped around the question by saying that it depended upon the product.

I must say that I was surprised to see personal contact lead direct mail by a mere 11.6%. But don't let it get you down. With that margin in view, it should be gratifying to all of you to know that you have direct advertising facilities at your command; facilities flexible enough to meet your individual needs.

Because you are constantly in direct contact with your customers and prospects, it is only natural that a less personal approach should strike you as being considerably less effective than your own efforts. But again, you cannot possibly cover the territory reached by your 450,000 assistants. They are on your payroll whether you use them or not, and you *will* want to use them more in 1947 when you hear what they can

do for you. Direct mail advertising is credited with being able to perform 49 different jobs; here are the jobs it can do that apply to you:

- Paving the way for salesmen
- Securing inquiries
- Keeping contact between sales calls
- Further selling a prospective customer after a salesman's call
- Building weak territories
- Developing sales among groups
- Following up inquiries from direct mail or other advertising
- Getting product specified
- Helping dealers sell more
- Merchandising your plans to dealers
- Educating dealers on the superiorities of your products
- Referring inquiries from consumer advertising to local dealers
- Creating need or demand for product
- Building good will
- Capitalizing on other advertising
- Breaking down resistance to product
- Distribution of samples
- Announcing a new product

That check list is so important, I wish you could all stay right here for an hour and go over it, writing down your 1947 direct mail needs alongside it. That being out of the question, the next best thing; take your copy of that check list with you and go over it carefully when time permits. Then apply it to your own territory and write the home office. We want to do everything in our power to make your territory stronger against the day when back orders are a pleasant memory instead of a headache.

So far you have heard about 450,000 assistants who are ready to spread the good word for you, but they are not all the assistants ready to help you. There are plenty of others. Your customers' salesmen and your customers' catalogs. How many such salesmen are there traveling in your territory? How many of them have sufficient space in their catalogs or sales books devoted to Dixon prod-

ucts? How many customers' catalogs have sufficient space and illustrations devoted to Dixon? The answer to the last two questions should be "100%". Of the two types of catalogs, first I want to discuss salesmen's catalogs.

A month or so ago I sent out a bulletin on that subject and with it a sample catalog page that had been pasted up with illustrations and copy from our general catalog, plus the customer's letterhead logotype. That procedure had become more or less standardized, but apparently very few of you knew about it, hence the bulletin. Results were gratifying; requests for catalog pages jumped. Keep them jumping. Each request means tearing up one or possibly two general catalogs but that number is multiplied by the number of customers' salesmen who use the finished catalog pages. So, the general catalogs that go down the drain are usually multiplied by about twenty catalog pages that go out to work for you in the hands of your customers' salesmen.

All you do is send in the name and address of a customer and the numbers to be illustrated and listed. After that your customer or retailer calls are multiplied by the visits of your customers' salesmen carrying those pages in their sales books. Add that number to the 450,000 assistants mentioned before, and you build up a tremendous number of sales assistants. You start forming a thirty-first division.

Now for regular catalogs. These range from small, inexpensive affairs to large, well-bound catalogs such as those issued by some of our more affluent customers. But whether your customer plans a low cost or high cost catalog is secondary to getting Dixon listed and illustrated. The work required is small. Send us the name of the customer, numbers to be listed, size of cuts required.

You would be gratified to see the way we jump when your requests for catalog material arrive, or when such requests are received from your customers or their printers. Almost invariably a covering letter goes out the same day, with copy, and the electrotype order is placed at the same time. The electro usually follows the letter by a day.

Now, to get the total number on your assistant sales force, add the number of customers' catalogs distributed to the number of salesmen carrying pages listing Dixon merchandise, and add those figures to the 450,000 who are ready to keep your direct mail calls "on the go" seven days a week.

Getting back for the third and last time to the direct advertising survey, here is another finding of interest . . . Of 748 firms that were queried, 70.7% plan increased direct advertising budgets for 1947. There's another tip on the proved value of direct advertising. Let's have more of it in each territory in '47.

A recent campaign was run simultaneously in Detroit, Minneapolis and St. Paul for Mr. Wilson and Mr. Berglund. Letters with sample HB and 2H Eldorado pencils and a 370 were sent to 298 architects, artists and engineers. 7 letters were returned, cutting the effective list to 291. Out of those 291 were received the following returns: a total response of 25% which break down as follows: 52 requests for the Typhonite Eldorado booklet; 9 straight acknowledgments which did not request the booklet—but they were sent one, anyway; 10 from firms or individuals who were long-time users of Dixon pencils; 3 inquiries for information on Eldorado leads for mechanical drafting pencils; the remaining five were classified as miscellaneous: One remarked nostalgically that Eldorado was "as smooth as we remember butter was"; the second requested samples of the proper grades to be used on a particular brand of tracing cloth; the third sent the name of an architect in Florida with the request that we send samples and the Eldorado booklet to the gentleman in Mr. Milner's territory; the fourth asked for samples in F and H degrees and the fifth, an advertising artist, suggested that we change the shape of the Eldorado to that of Dixon's extinct "Tri-Lateral" and advertise "Typhonite's Tireless Triangle". Next week we expect someone to suggest that it be made the same shape as "Oregon Fir" and be called "Eldorado's Effortless Elipse".

Those are the statistics of the campaign. I hope they prove to you the value of putting in the effort necessary to start more in your territory.

BANK PROMOTION

The Chase National Bank of New York is doing an interesting Direct Mail job. Use a four page letterhead. Inside spread in four color process, explaining and illustrating advantages of special checking accounts.

Here is copy used for multigraphed letter on first page.

How valuable is your time?

Chase Special Checking Accounts are answering the needs of many thousands of busy New Yorkers to whom economy of time is important.

Why spend time needlessly paying bills with cash, securing and filing receipts, struggling with an elaborate budget book? A Chase Special Checking Account serves all these purposes. It is convenient—and it protects your funds.

With a Chase Special Checking Account you need only sufficient funds on deposit to cover the checks you draw. No minimum balance is required. A book of 20 checks costs \$2. There is no charge for deposits—which may be made by mail—and there is no monthly service charge. The cost to you is only ten cents per check.

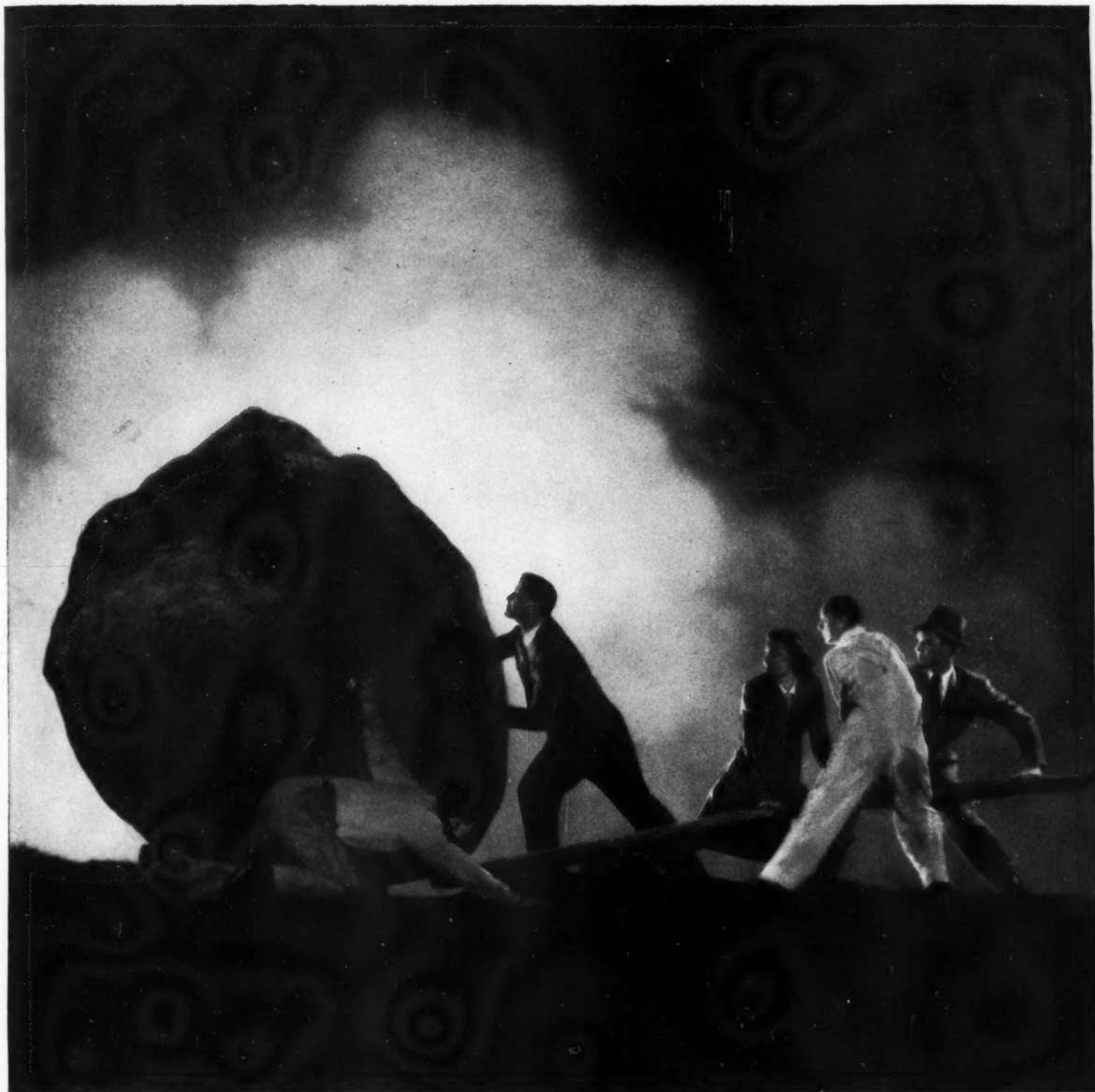
You have a choice of two types of checkbook—folding or flat. Your stubs provide a concise record of deposits and expenditures, enabling you to compare quickly current and past expenses, compute taxes and budget income. Our special checks have no marks to distinguish them from other checks. A statement of your account, listing all deposits made and checks drawn and showing your balance, is rendered you periodically. The cancelled checks are returned to you and serve as your permanent receipts.

Our branch office at Seventh Avenue and 32nd Street (changed for each branch) is near you. A cordial welcome awaits you. Why not drop in for a moment today? Or, if you prefer to open your account by mail, simply send us the enclosed card.

Sincerely yours,

(Signed by Branch Mgr.)

Reporter's Note: We have a special reason for using this item this month. Members of Congress and Postal Officials should study it. If the suggestions for new postal rates are jammed through . . . money order rates will be increased to a minimum of 10c, and a maximum of 35c, with postal notes bearing a minimum fee of 8c. It's easy to see that the new rates, if adopted, would to all intents and purposes put the Post Office out of the money order business. A special checking account at 10c per check is a darn sight more convenient anyway.



LEAVING NO STONE UNTURNED

The men and women of International's organization are sparing no effort to supply your paper needs. The entire industry, in fact, is striving to meet the greatest demand ever known—with production schedules calling for an increase over last year's record output of 19 million tons of paper and paperboard.

International's organization—woodsmen, millmen, salesmen, distributors—will continue working toward one goal: supplying the ex-

panding demand for quality paper products. International Paper Company, 220 East 42nd St., New York 17, New York.



Media Coordination— An Advertising Essential

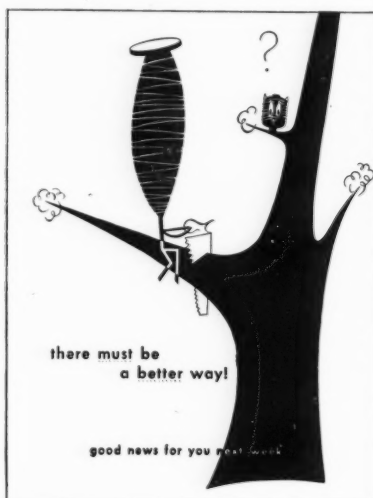
By CHARLES B. KONSELMAN, Vice President, DMAA

Reporter's Note: Here's a subject that has been worrying a lot of people for a long time. A great many of us in the Direct Mail field have thought that national advertisers could do a better job of coordinating their space advertising with the Direct Mail follow up. A few companies have done outstanding jobs, but it is hard to get detailed information. Our friend Charles Konselman of A. & M. Karagheusian, Inc., 295 Fifth Avenue, New York 6, agreed to make a study of the situation. He has been writing to other advertising managers and getting material from them. Here's his first report. Others will follow. If any readers of *The Reporter* have good examples of how Direct Mail has been tied in with the other forms of advertising . . . please send samples, either to us or direct to Mr. Konselman.

The necessity of coordination of the various media used in an advertising campaign or promotion is well recognized. However, while most programs are planned with due consideration for general overall coordination, *all* the elements are often not tied together and interrelated so that maximum impact and effectiveness is achieved.

Usually space media is so scheduled as to secure the maximum possible coverage of the desired market at the most favorable buying times or seasons. Factors of cost, circulation duplication, quality and kind of readership, appearance, position and other elements are carefully weighed. The final schedule is decided in the light of these considerations, and how they will affect the attainment of the main and subsidiary objectives of the campaign.

It is at this point, after the so-called basic campaign structure has been built, that many advertisers lose sight of the fact that completely coordinated follow thru is essential if maximum results are expected. For example, an aggressive hard hitting, well planned and executed consumer space campaign loses much of its punch and effect without integrated point of sale material in the form of window and counter signs, package and store display and other merchandising forms. Often too, such a campaign can greatly increase its effect thru the use of other follow thru media—local newspaper advertising, radio spots, direct advertising material, billboards, car cards. Many campaigns are partially coordinated, comparatively few make full use of the possibilities.



This weakness of otherwise excellent advertising programs stems from a variety of causes, which can only be mentioned here. Lack of a well defined target or objective is a common reason. An exaggerated idea of the importance of what one medium in itself will do often leads advertisers to neglect or pay too little attention to other essential media.

Lack of time for planning and production of necessary direct advertising material is sometimes a factor. Today especially, the advertiser finds it increasingly important to allow maximum production time if he is to secure scheduled delivery of printed material. Sometimes insufficient money is allocated for a campaign or promotion with the result that follow thru or merchandising material is skimped in order to carry out the predetermined space or other media requirements.

Coordination Thru Artwork

In planning a coordinated advertising campaign, one of the most helpful elements to achieve the complete "ball of wax" is the use of the same artwork—and sometimes even the same plates—for several different media or advertising pieces.

The most common example of the effectiveness of artwork to achieve the unity of several and diverse activities, is the almost universal use of graphic trade-marks by business, and their accepted value when used to identify every company activity—product, advertising, plants and equipment.

Often a particular promotion or campaign can also be made more striking, more effective thru the repetition of artwork in the several elements. In addition to the primary consideration of greater impact and better results, the use of artwork offers important savings in preparation costs, and in production expense when the same plates are used.

An interesting example of coordination thru artwork was developed recently to introduce and promote a new Employee Suggestion System at the spinning and weaving mills of A. & M. Karagheusian, Inc., manufacturers of Gulistan Rugs and Carpets.

The objective in this case was to present the new suggestion system to employees in a manner to promote the greatest acceptance, understanding, and response in the form of suggestions and ideas for plant and operation improvement.

First a careful study was made of the suggestion systems of several other companies, and the then current

(Continued on Page 13)

Lithography

by STECHER-TRAUNG



For More
Buy-Appeal

FULL COLOR Lithography

SEND FOR THIS
28-PAGE BOOK



Shows how easily you can impart quality, distinction and extra selling power to your advertising material. Contains full details on Stecher-Traung's exclusive FULL Color "Gang Run" Method. Write for your free copy.

COMPETITION won't let up in the battle for sales. That means *you can't afford to!* Retain your place in the race—or even forge far ahead—by endowing your sales and advertising literature with the buy-appeal and selling power of FULL Color. Yes, FULL Color—lithographed by Stecher-Traung—as only master craftsmen know how to create *lithography that sells!*

Get the facts about Stecher-Traung's many services, including the exclusive "Gang Run" Method that provides folders, booklets, broadsides and other material—all in sparkling, dramatic FULL Color—at mass production economy.

STECHE-TRAUNG
LITHOGRAPH CORPORATION

Rochester 7, N.Y. • San Francisco 11, Calif.

Offices in Principal Cities

Karagheusian plan was analyzed to determine how it could be improved and made more productive. The outline of a new plan was drawn.

At this point, it was felt that the new plan was a good one and would accomplish its objectives if properly presented and received by employees.

The slogan "There Must Be A Better Way . . .", and personalized conceptions of the two most common types of wool yarn spindles, were adapted to provide a promotion theme, continuity, and effective impact. These two characters were drawn in a tree with one cutting off a branch while sitting on the end. The theme slogan was lettered beneath, thus providing a pointed but humorous art conception of the whole suggestion plan idea.

A teaser promotion campaign, beginning one week before the inauguration of the new system was planned. Customary pay envelopes were printed with the suggestion plan theme. Two colors, green and black used thruout the campaign gave added recognition. All employees received their pay checks in these special envelopes.

At the same time, and for the week preceding the beginning of the plan,

two color posters also reproducing the theme slogan and drawing, were prominently displayed throughout the mills. A day before the official announcement of the plan a special 16 page booklet, outlining the plan, its purpose and objectives was mailed to each employee at home. The subject of the booklet cover was again the theme slogan and characters in characteristic green and black and the same artwork appeared on the special envelope in which the booklet was mailed.

Copy for the booklet was carefully written from the employee's viewpoint (the "you" approach) with especial emphasis on making it clear, precise and easy to understand. The mechanics of the plan—location of Suggestion Boxes, Suggestion Blank Procedure, Schedule of Awards and Benefits—were all explicitly explained. Of course, the two spindle characters were used thruout in various poses and situations to illustrate points in the plan.

On the day of the plan's inauguration, a special edition of the house newspaper, *The Karagheusian News*—was distributed to all employees. In addition to various stories on the plan, a letter from the Vice-President in Charge of Production endorsing

the plan was reproduced, and all regular news features were slanted to the new Suggestion Plan. Releases were also prepared and sent to the plant town newspapers.

The final suggestion plan inauguration promotion piece was another specially printed pay envelope, which employees received the week following the beginning of the Suggestion System. This envelope again represented the theme with the addition of the line "Have you submitted your first suggestion yet?"

Continued interest in the plan will be stimulated and promoted thru the use of special posters, letters and other weekly material, plus intensified promotions at special periods.

In this case, the use of the same artwork was signally successful. Of course, the particular type and kind of promotion was especially well suited to the development of a theme and its constant repetition. However, the same common artwork technique may be employed to a less, and sometimes greater degree for many campaigns. Well conceived and properly used, it will always heighten effectiveness at reduced cost.

In a subsequent issue of *The Reporter*, Mr. Konselman will discuss another important element in media coordination.

What's This Department

Here is a most interesting report:

Dear Mr. Hoke:

The enclosed needs no comment from the standpoint of terrible public relations, without any possible excuse other than to "get somebody told." It so happens our company uses newspaper advertising and is now running campaigns in several Indiana papers—so this fellow has gone out of his way to insult a possible prospect.

The reason for writing you about this, however, is to inquire whether the Post Office regulations permit this sort of thing. Obviously, the paper has opened it and read the contents and then returned it to the Post Office, who have put an "officially sealed" stamp on it. This looks to me like an irregularity which should not be permitted.

Holton C. Rush, Adv. Mgr.
E. L. Bruce Company
Memphis 1, Tennessee

Reporter's Note: Holton Rush enclosed a mailing piece which was mailed from Memphis, on April 4th by airmail (postage meter indicia). In-



side was a press release concerning stabilization of building costs and the aims of the Bruce price policy. The envelope had been opened but later sealed with a Post Office Department official seal. Rubber stamped on the envelope in large red letters (three lines of copy measuring 4" wide) was this wording: "Return to Sender. OUR Waste Basket is FULL."

The original envelope had been mailed to the Call-Leader Newspaper of Elwood, Indiana.

We believe that Holton Rush is right on all counts. This is a darn poor public relations job for the newspaper. It is an insult to the advertiser and it is an unnecessary slap at

Direct Mail. But on top of that, it seems that there is a postal violation involved.

What right does the recipient of mail have to open a first class letter and then ask the Post Office to return it? We will let the Post Office rule on that.

A BETTER ATTITUDE

A letter written to us on April 29th by Holton Rush:

Dear Mr. Hoke:

In direct contrast to the attitude of the Elwood, Indiana *Call-Leader* is that of Oxnard Harbor District News, Oxnard, California. See attached post card.

Copy, on a one cent government postal card, reads:

Gentlemen:

The Oxnard Harbor District News is a new paper with a circulation of 8000, and desires your releases.

That's more like it!

Report On A Questionnaire

Read this letter carefully:

April 11, 1947

Dear Henry:

When the management of M. BORN & COMPANY decided it was high time to give first consideration to the wants and needs of their dealers, they asked everyone to help compile a group of pertinent questions and answers to be used in a dealer questionnaire. We not only wanted the dealers to tell us how to run our business, we also wanted to give them a chance to "blow off steam" in case there was anything radically wrong with our service, materials, or workmanship.

We were very pleasantly surprised when we found that our dealers were accepting this questionnaire with intense interest. Some even requested the tabulated results of the survey.

This, I believe, indicates that people realize the trend toward scientific marketing and sales. They want to cooperate, and will, if given half a chance.

As you can see from the enclosed copy of the questionnaire, it contains 42 questions with over 152 possible answers. Several questions also include space for remarks or suggestions.

Frankly, we were "stymied" for a while on the question of how to present this questionnaire without having the dealer toss it in the waste basket in disgust, and grunt, "What do they want me to do, write a book?"

We were going to illustrate the questions with cartoon drawings and reduce the number of questions. However, the management felt all questions listed were important, and we were forced to think of some other solution to insure readership.

To give the questionnaire the appearance of not too many pages, every other sheet was printed on colored stock. The first, and introductory sheet, was pink, the second sheet white, the third canary, the fourth white, the fifth green, and so on until the last page. Each page was extended 1/16 of an inch from the pre-

ceding page, and the final result was a rainbow effect at the opening edge. A glance at the booklet leads you to believe that there are approximately six pages to the booklet while, actually, there are nine. Also, the variation in color breaks the monotony when answering the questions.



The entire questionnaire was Vari-Typed, to reduce typesetting costs. Printing and assembly was completed in this office. A Multilith, No. 1250, printed both the pages and the cover from a metal plate.

The Friday before the questionnaire was sent out, we notified the dealers that it was coming and gave them a few reasons why. We explained how important it was that they return it, completely filled out, as quickly as possible. This advance information was given as part of our regular monthly news letter, sent out every month by our company president, Mr. John B. Foreman. The news letter was sent second class, instead of the usual first class mail, because we were not sure whether the questionnaire would be mailed the following Monday or Tuesday, and we wanted the advance information to reach them only a day or so before the arrival of the actual questionnaire.

Monday, the questionnaires were mailed first class in No. 11 manila envelopes with the return address:

Research Department
M. Born & Company
Adams Street at Aberdeen
Chicago 7, Illinois

A return envelope addressed to the Research Department was included with a 3c stamp affixed to each.

We were very careful to insert the questionnaire and return envelope so the postage would strike the recipient's eye first when the mailing envelope was opened.

A simulated pen and ink memorandum, "From the desk of JOHN B. FOREMAN, President," was slipped in over the first page of the questionnaire:

"This is the questionnaire I mentioned in the News Letter.

"Please give this some personal thought. I am most anxious to receive your opinions on these questions.

J. B. F."

We realize that no one would consider this handwritten, but I believe it helped to draw attention to the questionnaire.

I have attached a tabulation of the returns as they were received. Up to this date the actual total percentage returned is slightly over 50%.

We are very grateful for the response and many letters attached to the questionnaires returned, giving detailed suggestions. Perhaps this information will be interesting to your readers.

Robert J. Greenebaum
Sales Manager
M. Born & Company
Adams Street at Aberdeen
Chicago 7, Illinois

Reporter's Note: Wish we had room to reproduce the entire questionnaire. Beautifully executed . . . one of the best examples we've seen of making it easy to answer by simple check marks. The tabulated results would really make a textbook on clothing merchandising. Congratulations to all concerned. Your careful attention to minute details made your effort a success. That is the one element most needed in Direct Mail.

Every printer and lithographer can
Cash in on the findings of this unique
 Reinhold-Gould publication

1212 Broadway
 Tudor Street
 New York, N.Y.



Keeping Tab on Direct Mail

Report of a monthly study of up-to-the minute Direct Mail advertising techniques and trends, design and production data, performance and effectiveness.

Published for the special use of users and producers of Direct Mail advertising by the CUSTOMERS SERVICE DEPARTMENT of Reinhold-Gould, Inc., distributors of modern printing papers at 535 Fifth Avenue, New York 17.

Study #2 - Signs of "Sell" Are Slowly Increasing.

Many comments resulted from our first study - What Happens to Inquiries?. At that time we were concerned with the mechanics of follow-up, how inquiries were handled, what advertisers were doing about developing results from magazine advertising on which they were spending so many thousands of dollars in careful preparation and costly space.

One of the observations, that follow-up was noticeably slow by most "big time" advertising executives a "by-product of t should advertisers go to all sorts of trouble and expense to were already jamming stores for new sales records, when hiring people was more a problem than getting people to buy? Perhaps reason why advertisers dropped the "come-ons" - services of on and have adopted "announcement" advertising without a sales "p

As an off-shoot of the study What Happens to about the number of advertising who u

DON'T MISS AN ISSUE OF
 "KEEPING TAB ON DIRECT MAIL"

Clip this coupon today!

REINHOLD-GOULD, Inc.
 535 Fifth Avenue
 New York 17

Keep my name on your list to receive
 KEEPING TAB ON DIRECT MAIL

REINHOLD-GOULD, INC.

535 FIFTH AVENUE, NEW YORK 17 • VANDERBILT 6-2100
 Uptown Branch • 261 Walton Avenue

GOULD
 FOR
 PAPER

NAME

COMPANY

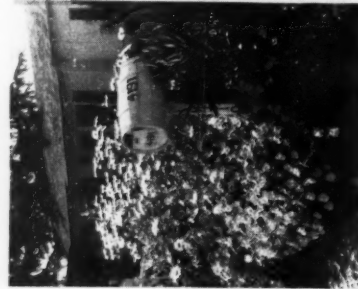
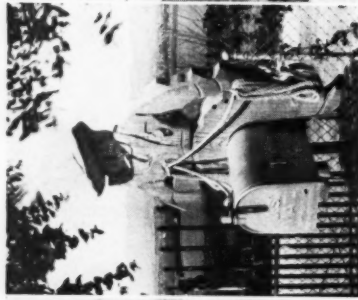
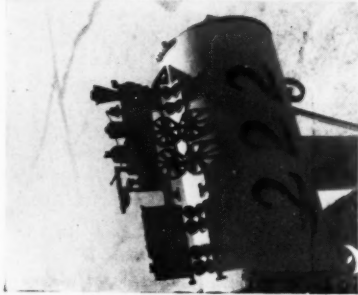
TITLE

STREET

CITY

ZONE

STATE



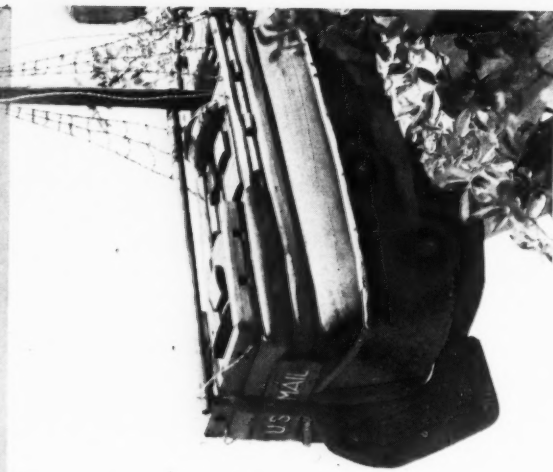
Train silhouette adds distinctive touch to the unique mailbox at far left.

Riding herd on the mailbox he straddles, this wooden cowboy gives the postman a chuckle.

This little chapel looks so real, an imaginative postman might even hear chapel bells tolling.

The postman probably doesn't sing "Roll out the barrel," but this mailbox looks the part, anyway.

A sea-faring motif has been carried out in the unusual mailbox below, even to the crow's nest.



THE POSTMAN ALWAYS LOOKS TWICE

Mailbox Architecture

as photographed by Max Tatch

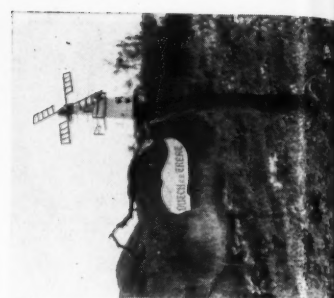
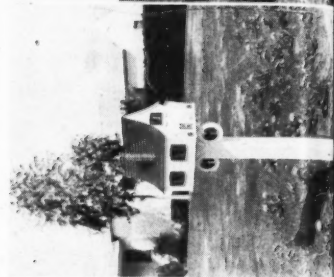
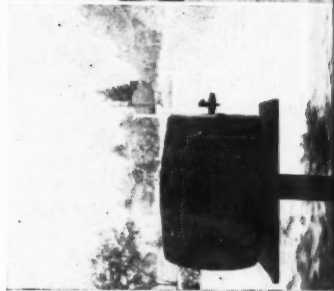


Colorful mailbox at left features a covered wagon authentically reminiscent of "Prairie Schooner" days.

If the postman isn't thirsty after delivering mail to the box on the right, he's a footloose.

The attractive bungalow mailbox in the center looks ready for occupancy . . . if you're a Lilliputian.

On the far right, the little Dutch mill probably relieves the monotony of the postman's rounds.



Good House Magazine Feature

We liked the article and layout reproduced on opposite page . . . when we first saw it in Fall 1946 issue of *Bruce Magazine*, h.o. of E. L. Bruce Company, Memphis 1, Tennessee. (Now in Volume 25, No. 5.)

Editor Harvey Creech gave us permission to reproduce and generously loaned us his plates.

Photographer Max Tatch, 745 South Normandie Avenue, Los Angeles 5, California also gave his permission to reproduce the copy-righted illustrations.

We thought *Reporter* readers would be interested in seeing these clever mailboxes.

Bruce Magazine is one of the best of the old established house magazines. Has been published consistently for twenty-five years. Runs 24 pages, 5" x 7½". Good balance between general interest articles and business. Typography, illustrations, page layouts are just about perfect. Lumber dealers and contractors from coast to coast find it interesting and helpful.



Playing

POST OFFICE

By: EDWARD N. MAYER, JR.

As this is written, there's still nothing concrete to report on the fate of H.R. 2408. The House Committee hearings on the bill have been completed and the Committee continues to meet in executive session apparently doing its best to arrive at some bill that will be equitable and fair to all business mail users. However, there seems to be two schools of thought concerning the final action that will be taken in the House.

One school believes there will be no bill and therefore no increases. This group goes a step further and talks about the formation of a Postal Rate Commission similar to the I.C.C. which, after being voted by Congress will study the whole Post Office situation, and in due course propose first a new method of operating the Post Office efficiently and second a new schedule of rates for all classes of mail. They add, hopefully, that the Rate Commission will have to take at least a year to study the situation . . . so . . . there will be no changes for at least that period of time.

The other school tells you that there will be some rate increases . . . that H.R. 2408 will be reported out

and passed but that the final proposals it contains will be much, much less than those included in the bill as originally written.

As we said last month . . . we wish we knew what was going to happen and when. We have no answer for either question . . . but we're more optimistic about the final rates . . . and we do think that there's little chance that any new rates will be effective by July 1st. But as you well know, we've been wrong before . . . and we can be again.

* * *

Congress has received more mail protesting against the proposed increases than the Members or anyone else thought possible. Practically every old-line association has been in close touch with its members giving them the latest information and asking that individuals make their personal views on the rate subject known to Congress.

The D.M.A.A., the M.A.S.A., the P.I.A., and the Council of Mailing List Brokers, to mention a few, have been bulletining their members at regular intervals and have been actually responsible for thousands of let-

ters and telegrams of protest. A new organization called the Associated Third-Class Mail Users has joined in the fight, and to date are doing a good job in getting the views of large users of this class of mail in front of Members of both Houses.

All in all, there's more activity than we've ever seen . . . but so far no satisfactory solution . . . or even much hope of one. Before we leave the rate situation we want to quote from the papers of two organizations who have been in close contact with the Post Office and the rate structure for years. Both quotations seem important to us but they're passed along without comment, for your own interpretation. First, excerpts from an urgent Bulletin of the National Council on Business Mail Inc., under the heading — "Policy Respecting Postal Rate Increases" —

"The Council after hearing from its members took the position that any increases at this time are unwelcome and even burdensome when prices are critical and in danger of transcending buying power of large sections of the public. Furthermore, the Council pointed to the large outlays for the Agriculture and Commerce Departments which have been treated as a general expense of government without expectation of reimbursement for the beneficiaries. A similar policy could be adopted respecting the Post Office Department.

"Observation of the attitude of members of both the Senate and House Committees indicate that the attitude of business mail users in almost unanimously opposing any increases in rates without offering any concrete suggestions for dealing with the deficit were not well received. However, we are still hopeful that Congress will defer increasing any rates until such time as the future economic pattern of the country can be more accurately determined. The current economic situation in regard to prices, sales and inventories, which is considered highly volatile by many authorities, could be dangerously retarded should postal rates be increased, acting as an impediment to advertising and sales effort, and the continued movement of goods and services in large volume from producers to consumers.

"We would like to be able to give our members the positive assurance that postal rate increases can be avoided, but candor compels us to acknowledge that there are times when business men must recognize equitable claims of government and must be prepared to deal with them as such. Possibly the present is one of those occasions. The Council has in the past opposed increases and sought decreases in rates with success. But when the tide of rising prices and wages is running strongly as at present, unpalatable though it may be to us, recognition must be given to the fact that the government is also caught in the same process.

This is stated frankly in the expectation that it will receive careful consideration in your own individual estimate of the situation."

Second, a paragraph headed "CONCLUSION" from "Report to the National Publishers Association Upon the Cost Ascertainment System and Report of the Post Office Department". The entire Report was included as part of the statement H. Kenneth Marks, a partner in J. K. Lasser & Co., Accountants & Auditors made to the Senate Committee—

"In view of the magnitude of errors evident upon a purely cursory examination; the self evident inadequacy of the tests; the lack of information even as to the actual number of pieces, weight, and revenue comprising the classes of mail; the failure to recognize proper bases of apportionment; the failure to apply 'Use' properly or even consistently; it is our opinion that the allocation of costs to the various classes of mail must of necessity contain material misstatements of fact; the results of the Cost Ascertainment Statement are materially misleading; and in no instance can they be relied upon as a true record of the profit or loss derived from any class of the mail; nor can they, upon the facts before us, be dignified as representing even a 'close approximation'."

* * *

On April 29, 1947, the service of air-letters was inaugurated to all foreign countries at a uniform postage rate of 10 cents each. Air-letter sheets can be folded into the form of an envelope, with printed postage stamp and air-mail markings. They're on sale now at large Post Offices and will be sold for 10 cents each at all Post Offices as soon as supplies can be made available. Messages are to be written on the inner side of the sheets only and *no enclosures are permitted. If anything is enclosed the articles will be sent by surface means*, and air-letters may not be sent under registration.

Air-letter sheets manufactured by private individuals or concerns, if approved by the Department for such use, will be accepted for mailings after 10 cents in postage has been affixed.

* * *

Recently one of the top-notch magazines used a promotion stunt that apparently went a little sour. This magazine sent a darn good letter to Stamp Dealers attempting to sell these same dealers on the value of its advertising columns. To each letter was attached by staple a 3c

Commemorative Stamp alongside the caption — "Collector's Item 2447 A.D." The copy was good . . . the list excellent—in fact every single feature of the mailing seemed perfect . . . BUT . . . here's the comment of one stamp dealer who received the letter:

"To the untrained eye, this may or may not be a good piece of promotion. To the philatelic eye, to which it is directed, it is pure sacrilege, for a stamp with staple holes punched through it, as this one is, is valueless in 1947 as far as stamp collectors are concerned; without waiting for 2447."

* * *

The Post Office is really trying its best to get you the kind of information you want when you use one of the paragraphs requesting information on Form 3547. Here's a paragraph from a recent Postal Bulletin:

"INSTRUCTIONS OF FIRST AND THIRD ASSISTANT POSTMASTERS GENERAL

Form 3547 to Show Postal Delivery Zone Number

"Information has been received that considerable trouble is being experienced by certain large mailers in correcting their mailing lists because Form 3547 sent in connection with removal of addresses do not bear the postal delivery zone number of the *old* address. Some firms, in order to be helpful to the postal service, not only 'zone' their mailing lists, but arrange such lists by delivery zone numbers, in which event the old number is needed to facilitate locating a name on their mailing list.

"It is therefore, requested that care be exercised to see that the postal delivery zone number is furnished on Form 3547 in connection with the old address when shown, and that the correct number also be furnished, when available, in connection with the new addresses in cities where the postal delivery zone number system is in operation.

"Postmasters are further directed to see that care is exercised in their offices in the preparation of notices on Form 3547, not only by including the postal zone delivery numbers, when available, but by checking the procedure from time to time to make sure that the notices are complete, and *clearly and legibly written.*"

If you're not getting complete information, better see your Postmaster . . . and show him the notice! !

* * *

If you're interested in the question of why the Postal Deficit seems to grow every time you look at it . . . here are two answers. Both are reprinted in their entirety and without comment (anyway, we're practically

out of comments on the subject after months of appearing before Congressional Committees and talking to individual Congressmen). The first is from the Postal Bulletin of April 22nd; the second from the New York Herald-Tribune of April 21st—

Cooperation With The War Assets Administration

"In the near future the War Assets Administration will forward to each Postmaster a quantity of pamphlets entitled 'How To Buy Surplus Property.' A copy of this pamphlet should be given to any person inquiring for such booklet at the Post Office. It is expected that distribution of these pamphlets will start on or about June 1.

"The War Assets Administration will also furnish posters for display in Post Office lobbies. Postmasters should display these posters in such a way as not to mar the walls."

POST OFFICES TO SHUT AT NOON SATURDAYS

"New Hours in Manhattan and Bronx After July 1

"After July 1 branch Post Offices in Manhattan and the Bronx will be closed Saturday afternoons, it was announced yesterday by Postmaster Albert Goldman. Early closings are already in effect in the city's other boroughs.

"Mr. Goldman was applauded by 1800 members of the New York Post Office branch of the Holy Name Society at its twenty-sixth annual communion breakfast at the Astor when he told them the new regulation would allow more Saturdays and Sundays off.

"All postal stations will be closed at 1 P. M. on Saturdays except the General Post Office, Grand Central Station, Church Street Annex and the Bronx Central Station, he said. Branch offices now are open until 8 P. M.

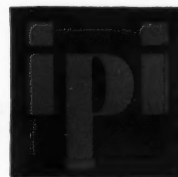
"Mr. Goldman also announced that hospitalization benefits for postal employees and their families are 'soon to be increased, at no additional cost to employees'."

Attention Buyers of Printing and Direct Mail Services in New York Area

C. B. Yorke of Lynbrook, New York, has just edited and released *Yorke's Printing Buyer's Handbook*. The price is \$15.00 a copy. In the 295 pages are listed a complete guide and explanation of all the graphic arts producers and suppliers in the New York area. Charlie Morris and some of the other experts say that it is tops.



KEEPING IN TOUCH



PREPARED BY INTERNATIONAL PRINTING INK DIVISION OF INTERCHEMICAL CORPORATION

APRIL, 1947

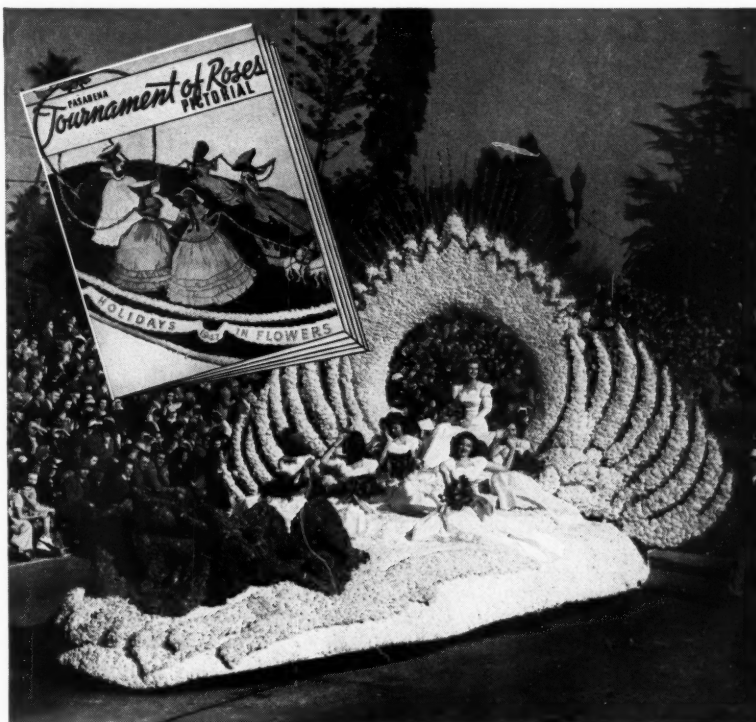
Pasadena Pictorial Produced in Color Overnight

**Color Plates, Printing, Binding
In 24 Hours; IPI Inks
Prepared in Advance**

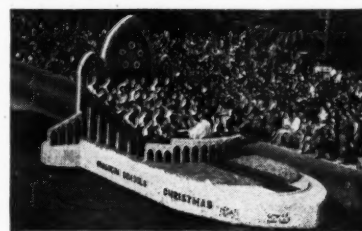
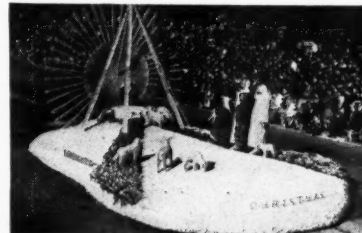
The 36-page souvenir book of the famed Pasadena Tournament of Roses illustrated in full colors, was produced from photographs to bound copies overnight. Close cooperation between photographers, plate makers, IPI, Eddie Peck of the Trade Pressroom, and Bill Logan Printing Company made this feat possible.

Two weeks before the parade IPI began working on the inks. The parade started at 9:15 Wednesday morning. Photographers shot pictures, developed, and rushed them to the engravers.

Color plates were printed as received without waiting for progressives. Five single color presses equipped with two gas burners started to roll—black on press #1, yellow on #2, then backed up with straight black and white halftones. Red was run on the fourth press and blue on #5. Covers were printed in advance. Sheets went through folder twenty minutes after coming off the blue press. IPI Vaporin inks used were especially formulated by the IPI Oakland Branch.

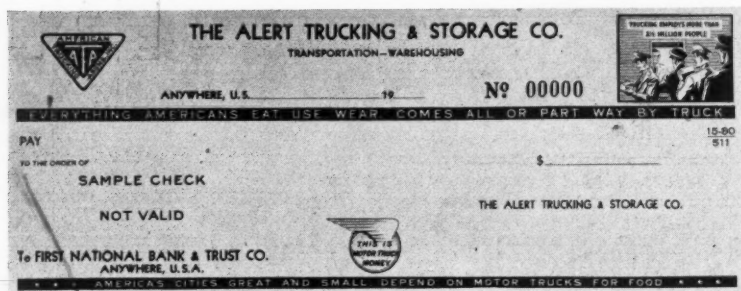


First plates for the Tournament of Roses Pictorial were received at the Trade Pressroom 9:30 Wednesday night. Completed copies, folded, bound and trimmed were on the street at 8 o'clock Thursday morning. Inset shows cover of pictorial.



Pictured above and at right are floats representing "City of Torrance," "City of Burbank," "Pasadena Schools," and the official Tournament of Roses Float.

ADVERTISING CHECKS



Walter W. Belson, director of public relations for the American Trucking Associations, Inc., 1424 Sixteenth Street, N.W., Washington 6, D. C. sends us specimen copy of check recently adopted for general use by

individual firm members of the Association. We are reproducing check here. Original printed in two colors (two reverse block lines and symbol in red). Walter reports that the banks so far have not complained.

ANOTHER DOLLAR STUNT

Instead of a dollar bill, the Aero Club of Michigan used a cashable check for \$1.00 (void after thirty days). Here is the automatically typed letter which accompanied check. (Filled-in)

THE ATTACHED CHECK IS A GRAPHIC SYMBOL OF THE UNTOLD BENEFITS YOU AND EVERY CITIZEN OF MICHIGAN WILL RECEIVE FROM AN INCREASINGLY ACTIVE AIR AGE IN THIS STATE.

Increased air activity means increased sales of all types of goods and services, increased employment, increased business. Every industry, business and citizen of this great state will benefit from an aviation-minded Michigan.

The whole nation will benefit from an air-minded Michigan. The strength of the nation's hand in international affairs is based to a great extent on our military reserve. Development in Michigan of an air-minded, air-educated youth, forming a reserve of pilots, aviation engineers and mechanics is a major contribution to the strength of the United States.

Under the sponsorship of the Aero Club of Michigan and its over 2,000 members, a week long program of sparkling aviation activity will be held May 24th to June 1st.

Governor Kim Sigler has given his unqualified approval and backing to MICHIGAN AVIATION WEEK. In Detroit, the Common Council enthusiastically approved the Aero Club's request to use City Airport facilities to stage the greatest aircraft show in Michigan's history.

The Aero Club needs your financial help to promote this program. Planned by

the state's leading educators, civic leaders, industrialists and businessmen, it will make aviation study, aviation training and aviation business the foremost subject with the youngsters and the adults of Michigan.

Your contribution to Michigan Aviation Week is deductible from your Income Tax and will place you among the list of far-sighted citizens who act when action is needed.

Cordially yours,

(Signed)
R. B. Evans, Chairman
Michigan Aviation Week

Charles T. Fisher, Jr., Treas.
Michigan Aviation Week

Reporter's Note: The letter and the idea seem sound. We'd be interested in knowing the exact percentage of results.

A TIMELY LETTER

We liked this letter . . . automatically typewritten and sent to customers and friends of The Drake Press, Philadelphia. There should be more like it.

April 22, 1947
Drake's Thirteenth Year

Dear Mr. Hoke:

The Drake Press, tired of constantly increasing prices, has decided to do something about them.

Since the first of the year our labor cost has gone up 13%. The normal procedure, of course, would be for us to pass this increase along to our customers.

We've decided not to do that. In the sincere belief that every business must eventually do its share to halt the march toward recession, we are going to absorb this increased cost. While that may not sound like much, it means a voluntary cut in our own income, based on last year's volume, of approximately \$25,000.

This decision of ours doesn't necessarily mean that there won't be any increase in our prices during the months to come. Naturally we cannot control a fluctuating market of materials necessary for the production of your work.

But we can say this—we shall continue to do everything in our power to keep Drake prices on the lowest possible level consistent with our long established high standards of quality and service.

A. R. Tannenbaum
The Drake Press
333 South Broad St.
Philadelphia 7, Pa.

Reporter's Note: If this seems like a free ad for Drake Press . . . so be it. Such an attitude deserves free puffs.

ABOUT LETTERHEADS

The E. F. Schmidt Company, 3420 West Capitol Drive, Milwaukee 9, Wisconsin (printers) is always doing something to promote the cause of good letterheads. So again, we'll have to give them a pat on the back. This time for a unique mailing consisting of a correspondence filing folder with tab printed "Letterheads". On the front of the folder this message is printed:

"Take a Letter-head . . .

To show you the trends that are developing in modern letterheads, we're enclosing a few picked at random from our recent production (and sent through the courtesy of the clients they represent).

Letterheads are more important than ever

in accomplishing their daily job of impressing customers. Competition is keen.

The design that was considered effective

in 1915 stands out today as an unfortunate

and often erroneous indication that a firm

has progressed no further than its letterhead.

Each of these samples was designed, as well as printed, by

(name and address and description of company)"

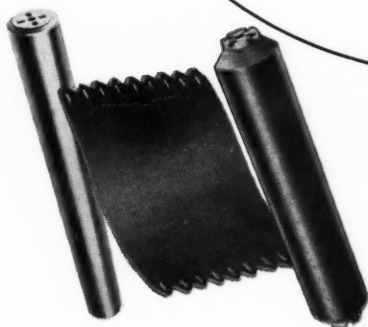
Inside the folder, five examples of the best modernized letterheads in the Schmidt style. We like their use of dry embossing in combination with two color printing. Very effective.

THE REPORTER

Don't tear your hair!



**Switch to
MERCURY PRODUCTS**



MERCURY-LITH ROLLERS
for Multi-Lith printing machines

There is never any doubt about the quality of the jobs you run when you produce them with these custom built, de luxe rollers. They are truly *different*. Manufactured by the largest plant specializing exclusively in rollers and blankets for the graphic arts, they are the result of years of intensive research and are manufactured by the most modern and scientific methods, using only top quality materials. See the difference for yourself.

MERCURY-LITH BLANKETS
for Multi-Lith duplicating machines

Now you can turn out reproductions that look like the work of a fine lithographer! Mercury-Lith blankets make this possible, because they are built of exactly the same materials and produced by the same methods as we employ in manufacturing blankets used in the world's largest multi-color lithographic presses. They have got to be good—and brother, they are! It will pay you to equip with Mercury-Lith accessories.

MERCURY-GRAPH ROLLERS
for Multigraph
duplicating machines

This roller can be as valuable as an extra man in your department. It will save you many hours out of every week, because they are so accurately constructed that they reduce the amount of time necessary for press adjustment. Moreover, they wash up with amazing speed. Best of all, they provide thousands of extra impressions and substantial improvements in quality—at no extra cost.

RAPID ROLLER COMPANY

D. M. RAPPORT, Pres.

Federal at 26th Street

CHICAGO

How to Get **NEW** MAIL ORDER **CUSTOMERS** *in Volume*

DIRECT BY MAIL TO CONSUMER

YOU can add thousands of **New Mail Order Customers** a year by sending keyed Direct Mail to

MAIL CUSTOMER LISTS OF OTHER COMPANIES

Small tests often lead to huge. Mass Mailings . . .
MOSELY helps you select the "cream" of over
100 million Mail Customers and Inquirers regis-
tered with MAIL ORDER LIST HEADQUARTERS.
Outline YOUR Problem in detail NOW!

How to get checks from one-time addressing to YOUR MAILING LISTS

You probably have Mailing Lists on plates or
stencils for low-cost addressing.

MOSELY MASS MAIL ORDER CLIENTS will **PAY YOU WELL** to address to your lists for them on a
one-time basis. Send us full particulars about
the lists you have.

Dept. R-4

MOSELY SELECTIVE LIST SERVICE

38 Newbury Street

Boston 16, Mass.

MAIL ORDER LIST HEADQUARTERS

SPEED LETTER

The Reporter has just received an unusual letter from Tekni-Craft, Beloit, Wisconsin (manufacturers of ice cream cabinets, freezers and dairy equipment). The letter is written on a specially designed letterhead, which is clearly labeled "Speed-letter." On top third of the letterhead is typed the date, name and address of recipient. In a bottom panel is a space for the signature and title of the writer of the letter, and a space for indicating the persons who are to receive copies. A bottom explanatory note reads: "This form is used to save time in preparing and mailing this message to you. For speedy service, address your reply as signed above."

The message we received from Charlie Shaw, advertising manager of Tekni-Craft, reads:

Today we introduce speed-letter to facilitate correspondence. Eliminates addressing, salutation, letter-writing language, and complimentary close. Instructions to dictators read: "To give information make your statement: then stop. To get information ask your question: then stop. Write as if a telegram."

Do you like it?

We think this style has possibilities, but of course, recent developments have indicated that some of our friends do not think very kindly of proposed changes in business correspondence. But changes will occur, in spite of criticism.

DIVIDEND WRAPPER

L. Rohe Walter, Director of Public Relations, The Flintkote Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y., sends us sample of attractive folder just a little larger than a check, which acts as a container for the current Flintkote dividend notice to stockholders. Printed in two colors. First outside fold has sketch of tree with spreading roots. Title: "Deep-rooted . . . and still growing." Inside, a complete list of Flintkote products; a short explanation of expansion program; thumb-nail sketches and description of four fast moving lines.

Always a good idea . . . to make customers or goodwill salesmen out of stockholders at a time when they like the company best . . . dividend time.

THE REPORTER

M.A.S.A. CONVENTION

The 26th Annual Convention of the Mail Advertising Service Association, International, has been scheduled for October 19 through 22, 1947, at the Hotel Cleveland, Cleveland, Ohio.

Harry Berle, Direct Mail Service Company, Cleveland, has been appointed General Convention Chairman. The Program Chairman is John McD. Kane, Advertisers Mailing Service, New York City; and Merral Fox, Fox Advertising Company, Baltimore, will serve as Attendance Promotional Chairman.

The Convention will open with the traditional bus ride Sunday afternoon, October 19, to be followed by a cocktail-smorgasbord party in the evening, planned especially to make new members welcome.

Sessions will conclude Wednesday noon, October 22, and it is expected that most delegates will stay over for the Direct Mail Advertising Association Convention, which starts Thursday noon, October 23, at the Hotel Carter, Cleveland.

NEEDS THE FORMULAS

Here is the first paragraph of a letter recently received by *this reporter* from the president of his alumni class association:

"Dear Fellows,

We have been asked many times to contribute to the Alumni Fund at the College and for a variety of causes. I firmly believe that none of the recent Funds was given to such a humane case as this year's fund will be. That's why I hope we can have a record of 100% participation by our class."

Is that a good opener for an appeal letter? We think not. "I firmly believe that" and "That's why I hope" are selfishly and egotistically slanted. They don't belong. Funny thing . . . the first paragraph could have been eliminated entirely and the letter would have been nearly perfect. Except for last line which reads, "I'll be looking for your subscription soon." That is definitely not a good closing hook.

THE REPORTER



Translation: * Prints postage on envelope † Seals flap same time

Quite acute, these Orientals

They catch on quick . . . to the advantages of printing postage stamps directly on the envelopes . . . compared to the disadvantages of buying paper stamps which must be stuck on the envelopes. Therein lies the outstanding efficiency and economy of a postage meter . . . obvious in any language! And sealing the envelope flap at the same time . . . makes mailing faster and easier in any office, large or small.

There are also other advantages . . . Postage is always available in the postage meter, can be printed as needed, in the exact amount needed, for any kind of mail . . . is printed on tape for parcel post . . . Postage is always protected in the meter, safe from theft, loss or misuse . . . and is automatically accounted for by the meter . . . The dated postmark, printed with the stamp, saves postmarking and canceling in the post office, helps metered mail make earlier planes and trains!

If you'd like to know how a postage meter can serve and save in your office, call the nearest Pitney-Bowes office . . . or write direct for an illustrated booklet.



這是一種好機器



PITNEY-BOWES Postage Meter

PITNEY-BOWES, INC., 2012 Pacific St., Stamford, Conn.
Originators of Metered Mail. Largest makers of postage meters
Offices in 59 principal cities in the United States and Canada

MORE DIRECT MAIL HISTORY

Richard D. Mathewson, Manager, International Editions of *Newsweek*, New York 18, N. Y., recently returned from a trip to Paris. He brought back a story given to him by Henry P. McNulty, *Newsweek* European Manager, which deserves mention here.

It tells of Pierre Bastide, who is now back in his war interrupted Direct Mail business. It may be that Pierre is carrying on the first Direct Mail agency in the world. His grandfather established the business "La Publicite Directe" 68, Rue Mazarine, Paris, France, in 1864. His father carried on from 1887 to 1923, when the present Pierre took over when only 19 years of age. Operations were discontinued from 1939 to 1945, during the war and German occupation. Pierre enlisted as a lieutenant; was promoted to captain; was taken prisoner by the Germans but escaped after six weeks.

Before 1939 the Bastide agency was mailing an average of one million pieces per month. Since resumption of operations, the volume has not yet approached prewar figures. It is still pretty small. But it is good to know that this possible first Direct Mail agency is functioning again.

And all of us wish Pierre Bastide the best of luck.

HELP ON LISTS

J. J. Berliner & Staff, 212 Fifth Avenue, New York 10, N. Y., have just released an interesting booklet entitled, "First Aid for Direct Mail Selling" . . . a dittoed nine page report on the building and handling of mailing lists. Copies are available if requests are made on business letterheads.

REPORT FROM ENGLAND

My dear Henry Hoke,

You cannot imagine how nice it was to see *The Reporter* again. I had missed its stimulating effect.

Have you considered any sort of service for foreign subscribers like ourselves? Every time I read *The Reporter* I read of booklets, literature, mailing shots which I would very much like to see. It's true I can write to each individually and ask them if they will send me a



During Dick Mathewson's stay in Paris, he was given a party by Pierre Bastide at the Advertising Club.

Among those present (reading from left to right) were:

Bernard de Plas, President, Federation Francaise de la Publicite; Maurice Renault, Secretary, Federation Francaise de la Publicite; Pierre-Georges Bastide, Vice President, Federation de la Publicite; Richard D. Mathewson, Manager, International Editions, *Newsweek*; Roy W. Weeks, President, American Chamber of Commerce in France; Dean Sutton, Assistant Business Manager, New York Herald Tribune, Paris Edition; Henri Cuisinier, President, Club de la Publicite de Paris; Wallace Irwin, General Secretary, American Chamber of Commerce in France; Henry McNulty, Continental Manager, *Newsweek*, Paris; Egloff, Maurice Lorin, members of the board of directors of Club de la Publicite de Paris; Spann, New York Herald Tribune, Paris edition.

Direct mail people from the United States visiting France should contact Pierre Bastide. They will receive a warm welcome.

copy, but it occurs to me that it would be quite an unusual service on the part of *The Reporter* if, for an annual fee, you sent a monthly dossier of the more outstanding mailing pieces to foreign subscribers.

(Ed note: Sorry, we can't tackle it right now.)

It is a service I would be happy indeed to pay for and have.

By-the-way, reading a good deal of American magazines and papers, as I do, there seems to be a current impression among our friends in the U.S.A. that they are watching the disintegration of the British Empire.

You can tell all old friends for me that that prophecy has been made with monotonous regularity ever since the Romans landed in England, and it's just about as true as it was then!

We may have taken an awful wallop in the stomach; we may be short of almost everything we need; at a time when we were short of coal and heat we may have struck the worst winter in memory but . . . this Empire is hanging together as it never did in its life and

I sure would not like you people on the other side to think that you are going to miss a good opponent when it comes to the competitive battle of selling.

You won't, and if I dared to offer a word of advice I suggest that all businessmen in America interested in Export markets should really roll their short sleeves right up tight—because we have torn ours out!

Warmest regards,

Martin H. Perry
Marketing Consultants Ltd.
28, Denmark Street
London, W.C. 2, England

Reporter's Note: Looks like all of us will have to keep our sleeves rolled up in order to keep our shirts on.

GOLD MEDAL LETTER WINNERS

Winners in the Eleventh Annual Dartnell Gold Medal competition for business letter craftsmanship has been announced by Wm. B. Johnson, the Gold Medal Award editor. From several thousand entries received from all parts of the world, 20 were judged to be the "best" letters of the year. Each winner was presented with a gold medal award and a certificate of award. Forty-five entries were selected by the judges to win recognition in the Honorable Mention class.

In reviewing each of the letters submitted, points considered by the board of judges for "excellence in business letter craftsmanship" include: (1) Is the letter a successful solution for a particular problem? (2) Is it an example of good craftsmanship? (3) Does it have a basic idea which can be adapted by others? (4) Is it well groomed—is the appearance good? (5) Is it original within the bounds of good taste? (6) Did the letter get results? (7) Does the story follow a logical sequence? In the opinion of *this reporter*, the judges did a good job. The twenty letters are good letters.

This annual event was established to promote the development of better techniques in business letter writing. Entry forms for the Twelfth Annual Award will be sent to business correspondents who request them from the Gold Medal Award Editor, 4660 Ravenswood Avenue, Chicago 40, Illinois.



"His Zone number is 17 or 27 or is it 77? . . ."

The zone number is a mighty important thing in today's complex mailing system. Rapid delivery of mail requires faultless addressing and clean-cut impressions.

Mass users of mailing lists know the advantages of stenciling over other means of addressing. They know, too, that the savings in time thus effected are readily translated into sound profits for them.

The coming summer lull offers an op-

portunity for users of all types of mail lists to avail themselves of our special seasonal rates. During this lull, we will clean, compile and stencil your lists at a rate of 200,000 names per week, readying them for the active Fall season.

Give your lists a real "shot-in-the-arm" this summer so that you may enjoy the resulting "time-profits" of efficient list handling this Fall.

List Cleaning
Addressing
Collating

List Compilation
Multigraphing
Stuffing

Stencil Embossing
Triple-Head
Zoning

A 'phone* or postcard inquiry will do the trick! *COlumbus 5-3150

CIRCULATION ASSOCIATES

1745 BROADWAY • NEW YORK 19, N. Y.



Direct Mail Gossip Column

That was a good move on the part of the management of the Pittsburgh Plate Glass Company . . . sending twenty-two of their employees to Chicago to take a four day training course in journalism at the Medill School of Journalism at Northwestern University. The twenty-two employees are to be staff reporters for its modernized house magazine. This innovation in house magazine preparation was the brain child of Guy Berghoff, director of public relations. All of us in Direct Mail will be interested in watching the progress of *Pittsburgh People*.

Many Direct Mail people were shocked at the untimely passing of Murray Schlosser of the Schlosser Paper Corporation, New York City, who went to his final rest in St. Petersburg early in April. The paper

industry and Direct Mail has lost an ardent promoter.

Also saddening was the news of the death of Emma Webb . . . wife of Stuart Webb, Direct Mail man of Baltimore. Emma will be missed at the Direct Mail Conventions.

Also in the news columns . . . Frank Egner's chair at the McGraw-Hill Book Company will now be occupied by George Pfeiffer, 3rd, who leaves Harper's Magazine May 1st to take over the new job of Director of Advertising.

Leonard Raymond of Dickie-Raymond, Boston, left that city on April 20th on an extended air trip to foreign countries, in the interest of one of D-R clients. His schedule of stops furnished to friends looks very impressive . . . with most of Europe covered. He'll be back home again on June 10th.

Another Direct Mail man has passed away. Tim Thrift died in April, at his home in Winchester, Massachusetts. Tim was one of the founders of the Direct Mail Adver-

tising Association, a former editor of Postage & The Mailbag, a past president of the DMAA and advertising manager of the Elliott Addressing Machine Company. His many friends throughout the country will mourn his passing . . . but will be glad that he has been spared of more suffering. He had been confined to his home for the past two or three years.

E. W. (Ed) Husen, the Direct Mail man in Detroit, sends us the following item. For his caption he used a clipping of a caption *this reporter* used last month.

**How It Feels to Have a
Granddaughter . . . W-o-n-d-e-r-f-u-l
E.H.**

Susan Leigh Wright was born at 8:00 P. M., Wednesday, April 16, at University Hospital, Ann Arbor, Michigan . . . the first offspring of Mr. and Mrs. Paul H. Wright (Sallie Husen). All concerned getting along fine.

There will be a Direct Mail Departmental at the 43rd Annual Convention of the Advertising Federation of America, to be held May 25-28 at the Hotel Statler, Boston. A.F.A. President, Elon G. Borton and his program committee have prepared a fine schedule of speeches, panels, luncheons and entertainment. Boston is always a good convention city.

REACTIONS ON POSTAL RATES CONTROVERSY

Although only a small pebble on the beach at this point, we appreciate what you are doing to fight the impending postal regulations. Since our inception some eight months ago, we have dealt mainly with the small business man—most of whom seldom use anything more extensive than the penny post card. Postage on the ordinary post card amounts to about 50% of the entire cost of mailing. If the rate is increased to 2c, the postal percentage will jump to 66 2/3 of cost. In most cases this jump will cause at least a 50% decrease in the frequency of mailings to adjust to the new costs. The Post Office Department will gain nothing thereby, and the small business man, whom the government is trying to foster, will be the ultimate loser. So, incidentally, will we—

George L. Casey
Creative Mailing Service
24 South Grove Street
Freeport, New York

Records are meant to be kept ... FOR A LIFETIME

GOOD RECORDS are an important element in your business success. Be sure yours will give life-long service... guard vital statistics without dog-earing or splitting under constant handling... eliminate the need for costly re-copying. Ask your printer for his opinion before you choose any record paper. Because he knows all about the subject we know his recommendation will be



Rising No. 1 Index

✓ 100% rag

✓ White and four colors

✓ 5 weights

✓ 2 sizes

When you want to KNOW . . . go to an expert!



Rising Papers

Ask your printer . . . he KNOWS paper!

Rising Paper Company, Housatonic, Mass.

A PAPER CALCULATOR

Hugh Boyer, Vice President of the Cas kie Paper Company, 308 East 4th Street, Charlotte 1, North Carolina sends us what he thinks is the simplest and best paper calculator ever produced. It is a 5" x 5½", 96 page booklet, entitled "ChamPADco Paper Calculator." It tells what size forms cut out of what standard ream sizes; how many cut out of a sheet; the number of sheets required for a given quantity, and what the total weight is. It is being given free with orders for one gallon of ChamPADco Padding Cement.

The Reporter is glad to mention it because Hugh Boyer wrote us a friendly, interesting letter about it, rather than a dried up and lifeless press release.

A HIGH HAT INTRODUCTION

The Midwest Division of The Borden Company made a hit with its recent stunt to promote a new product out in Ohio.

Potential customers there received by mail a formal announcement on "Lady Borden Ice Cream" dressed in all the formal style of a wedding announcement . . . double envelope and all. The recipient was entitled to a free brick of the new ice cream. A third enclosure carried the name of the person who was responsible for having the invitation sent.

FOR HOUSE MAGAZINE EDITORS

The second volume of the *Stet* Library of Editorial Aids has recently been released. The first volume concerned itself with House Magazine Copy . . . its writing and the preparation for the printer.

This second volume is on *House Magazine Layout*. Both books were written and prepared by K. C. Pratt, the long time editor of Champion's own h.m. *Stet* for house magazine editors.

Copies can be obtained, free of charge, by writing to the Advertising Department of The Champion Paper and Fibre Company, Hamilton, Ohio, on your business letterhead.

THE REPORTER

EQUIPMENT

for . . .

DIRECT MAIL

MANY MACHINES that have long been unobtainable are slowly becoming available again, so now is the time to give lagging production a lift with efficient Addressing Machine and Equipment Co. guaranteed rebuilt machines. Leading direct mail users throughout the country have been quick to take advantage of the substantial savings possible at no sacrifice in performance.

Our staff of experts will gladly make unbiased recommendations, at no obligation to you, if you will let us know your business machine problems. The Addressing Machine and Equipment Co., one of the largest rebuilders of office equipment in the world, has served direct mail users for more than a quarter century.

Write or phone today — and ask about our five day free trial and Rental Purchase Plan.

- | | |
|--------------------------|---------------------------------------|
| ● MIMEOGRAPHS | ● FOLDERS |
| ● MULTIGRAPHS | ● POSTAGE METERS |
| ● MULTILITHS | ● PACKAGE TYING MACHINES |
| ● MULTICOLOR PRESSES | ● LETTER OPENING AND SEALING MACHINES |
| ● VARITYPERS | ● CYCLONE RIBBON RE-INKERS |
| ● ADDRESSOGRAPHES | ● CYCLONE MIMEO SLIP SHEETERS |
| ● GRAPHOTYPES | ● CYCLONE CARBON RIBBON UNITS |
| ● PLATE MAKING EQUIPMENT | ● PLATE EMBOSsing SERVICE |
| ● CYCLONE CONSTANT FEEDS | |

WANTED: *used business machines of all kinds. Our prices are generally higher than manufacturers' allowances.*

ADDRESSING MACHINE & EQUIPMENT CO.

326-330 BROADWAY N. Y. 7, N. Y. WOrth 2-5337




"Dear Madam: Have you ever craved the joyous 'lift' of a vacation in God's great Out-of-Doors?"

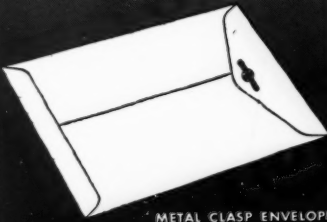
Are you reaching the right people, FOR YOU?

For your next mail promotion, consider trying a carefully chosen list of the **RIGHT** people for you . . . not just names, but folks *known* to be buyers of products or services similar to yours. We can locate such a list for you . . . among over 2,000 privately owned lists registered with us and being added to all the time. They're available on a low-rate *rental* basis. Tell us what you're selling and we'll make suggestions without obligation.

D-R SPECIAL LIST BUREAU
(DIVISION OF DICKIE-RAYMOND)
80 Broad Street Boston 10, Mass.



**Better Envelopes
for Every Business Use**



METAL CLASP ENVELOPE
FOR MAILING, PACKAGING, FILING

TENSION ENVELOPE CORP.
FIVE FACTORIES
SELLING DIRECT TO THE USER

New York 14, N. Y. • Minneapolis 15, Minn.
St. Louis 3, Mo. • Des Moines 14, Iowa
Kansas City 8, Mo.

A REPORTER MONTHLY FEATURE

ONE ADVERTISING MAN TO ANOTHER

*A Critical Analysis of Advertising
as Seen by George Kinter*

For a long time, Henry,

I have been wanting to express a few opinions on Watchamacallem, but I have been so busy expressing opinions on radio commercials that I have neglected to do so.

Watchamacallem are those papers, pamphlets and other printed forms, designed and named to make them appear to be magazines or *news*-papers and mailed periodically by many concerns to the trade or distributed to employees. The reason I call them "Watchamacallem" is because there is no single term to cover them. They are called "House Publications," "House Magazines," "Employee's Publications," "Employee's Magazines" and "House Organs."

From my limited observation the latter seems to be the most fitting title for the largest percentage of such publications—they are organs which grind out the same monotonous tune. Those in this percentage that go to the trade carry nothing but camouflaged plugs for the product or products of the concerns that issue them, and those that are distributed to employees carry nothing but the type of propaganda favored by the National Association of Manufacturers.

In my humble opinion, if the same amount of money spent on the former was used to produce pure, unadulterated advertising, it would get more attention, produce better results and create more good will, and if the money spent on the latter was used to better working conditions it would produce more cooperation from employees.

There is, however, a small percentage of publications in both fields undeserving of the term "House Organs." They could fittingly be called "Good Will Builders." Those to the trade are providing interesting and

entertaining reading matter that builds the kind of good will that the few, not over-commercialized, radio programs are building for their sponsors. The same holds true in the field of employee publications.

The good will of employees is every bit as important as the good will of buyers, and it must be built in pretty much the same way. The concern that makes a buyer like to do business with it, even though its product may not be the "best" or not the lowest in price, has done a job of good will building by some means or other, and by the same token a concern that makes an employee like to work for it has done a job of good will building.

I have made no research in the field of company publications for either the trade or employees. I have no facts to support the contention that their primary purpose was to promote good will, but from my own limited experience, I know that they can be made to do just that. I have also learned that they can be made to do just the opposite.

My first experience in handling a company publication was with a sales organization of some forty or fifty salesmen covering five states. The product sold was an office device that allowed a big profit for both the salesmen and the distributor. I was engaged to get out a weekly "house organ" that would pep up the salesmen. What I didn't know about selling would have filled a number of books bigger than "Gone With the Wind," and the order to "get busy" started butterflies fluttering in the pit of my stomach.

I spent a sleepless night trying to figure how I could fill 16 pages with material of interest and value to salesmen, and it was not until day began to break that it dawned on me that what would prove of the greatest value to me in my hour of

THE REPORTER

need would be to know what others in the line of work I had adopted had done when in a tight place, down in the dumps or had taken a bite that seemed too big to chew.

That I decided was just what salesmen needed and they could provide it themselves. In a general letter over the signature of the head of the organization, I explained the purpose of the publication and asked the men to contribute any experiences that might prove of general help. The response was encouraging—or was it. The number of replies gave evidence of real cooperation, the “experiences” they brought were well worth exchanging, but they were submitted in language and literary style that would break the heart and wear out the blue pencil of any editor. It looked like a complete rewrite job. However, having been in the office at different times when two or more of these salesmen were together I recalled that their talk was not much different from their writing. Many of them had entered the “selling game” from the fields of bartending, street car conducting, police officering and truck driving, and I decided that to rewrite their contributions

would make them unnatural so I let them go through with the surface barely scratched by the blue pencil.

As time went on, quite a bit of bragging crept into the salesmen’s contributions. This, too, was natural, for what salesman doesn’t like to brag a bit, and the bragging of one salesman often spurs others to greater effort. The proof of this was revealed during the two-year life of the publication. But proved also was the fact that bragging can be overdone when indulged in by the wrong people.

During the first eighteen months, sales were more than doubled. The head of the organization was elated but he felt that still greater results could be achieved by adding his own two-cents worth to the publication. However, his two-cents worth soon grew to a dollar’s worth, leaving little or no space for the salesmen’s contributions. There is no questioning the fact that this sales manager knew more about selling than any man on his force and they all could have profited from his writings on the subject, but they just seemed to lose interest in the publication when it developed into a one-man affair.

Sales dropped, and the publication was discontinued to cut down expenses.

This bit of reminiscing was prompted by a recent news item issued by Newcomb & Sammons, management consultants, announcing that “the gossip type” of employee publication is doomed. These management consultants are convinced that such publications must give way to newer techniques designed to foster employee-employer harmony by selling the employees on “Free enterprise.”

Just what these “newer techniques” are was not made entirely clear in the brief report I read of the consultants’ findings, but the following “five summary pointers” were suggested: (1) “Don’t talk in general terms about the benefits of free enterprise unless you talk in local terms along with it.” (2) “Tell your story in pictures.” (3) “Don’t preach and don’t get mad.” (4) “Take it easy—don’t try to give your employees a college education in political economy in one issue.” (5) “*Stay with it—your story is endless—don’t figure you ever have it completely told.*” (Italics are mine.)

Don't take our word... *take our experience!**

Today Ever Ready maintains over 150 different mailing lists, comprising almost 600,000 names. Typed in quadruplicate form on the “24-on” sheets (shown below,) they’ve stepped up addressing speed and cut costs to minimums for us. Our mailings, about 25,000 pieces weekly,

virtually roll out of our mail room. Postal returns are checked easily by keyed sheets. Neatness, speed, economy hit new highs in this amazing set-up. The extra follow-up copies stack compactly on small shelf space. Yes, we take large doses of our own medicine and love it. We recommend it highly, too! Want some test sheets?

that's why we use **SPEEDWAY** *blank addressing labels!*

24 or 33

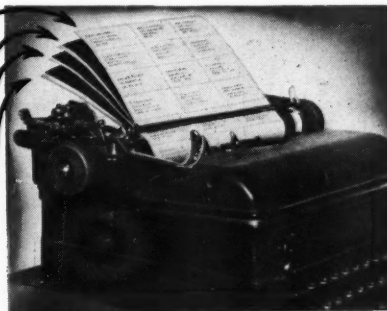
individual gummed perforated labels on each 8½ x 11” sheet. Available in white or colors gummed or ungummed, or in any combination.

SPEEDWAY labels allow ample space for complete addressing requirements

Carbon DUPLICATE for use on follow-up mailing, sales or file-record maintenance

TRIPLICATE copy (labor-free) neat and clear for mailing or any system purpose.

ANOTHER extra copy, ideal for master file or your list cleaning and maintenance.

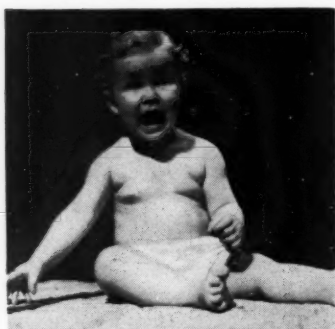


Direct mail men are invited to see our SPEEDWAY addressing set-up in action.

Send for **FREE** copy of our new catalog “Tools of Business”

EVER READY Label CORP. 141 East 25th Street, New York 10, N. Y.

EYE'CATCHERS



WHY DOESN'T SOMEBODY TELL HIM!!!

We did snooks, but Mr. Advertiser, here is our story again!

EYE CATCHERS is the only type of photographic service that provides such variety of human-interest, stills, scenery, animal photos!

Luscious fruit and **E.C.** are synonymous. Both appeal to the eye. **YOU MUST CATCH THEIR EYE BEFORE YOU CAN MAKE THEM BUY!**

Appeals to the mind too, because **E.C.** photos practically do your thinking for you. **Several eye-catching captions can be written around each photo.** We do it every day.

Appeals to your instincts because the cost is darned little. Write on your letterhead for sample proofs.

EYE CATCHERS 10 E. 38th Street
New York 16, N. Y.

Dear Mailer:

Would you like to duplicate the experience of the mailer who wrote:

Dear Walter:

We like the way you work. It saves time and avoids making the same mistake twice. We own a lot of lists. We hope you can repeat your last achievement soon. On a 7,000 list you recommended we topped all records except on one specially compiled house list.

Which Client?

WAS IT — Business Week, Adler Shoes, Foster Products, Samuel Unger, Kiplinger's Magazine, American Forestry Association, Postal Life, Time and Life, The Journal, or Barons Weekly?

Submit your data. State the problem. We will make definite recommendations.

WALTER DREY

LIST BROKER

34 East 40th St. • New York 16, N. Y.
Murray Hill 3-0642

International List Bureau

45 Astor Place • New York 3, N. Y.
GRamercy 3-0730

No. 5 of a Series

I am not acquainted with Newcomb & Sammons. I will even admit I never heard of them, but that last "pointer" creates the suspicion that they collaborate with the National Association of Manufacturers in preparing the clip sheet it mails to editors of employee publications. In this clip sheet the NAM's story of the hardships our mean old Government is imposing on Business is seemingly endless. I would not say that this endless story might not cause employees to weep in their beer and sob resolutions to cooperate in promoting greater employer-employee harmony—if they read it, but from my acquaintance with the rank and file employees, I'd venture the opinion that even though it was printed on the softest paper it wouldn't be given bath-room consideration.

I do not want to convey the idea that an educational job is not needed, nor that it can't be done in an employee's publication, but I don't believe it can be done by devoting such publications entirely to that job.

A publication that does not carry gossip and news of personal interest to employees is not an **EMPLOYEE'S** publication. Filled with propaganda such as issued by the NAM, it is a "house organ" grinding out tunes that irritate employees and widens the gap between management and labor.

And, in my opinion, mailing pieces to the trade with names and formats that make them appear to be "magazines" but which carry only material designed to sell the publisher's product are advertising in a form as low as radio middle commercials.

I have found from experience that those designed to entertain have brought more comment than those designed to be helpful or do a selling job.

For a number of years I issued quite an elaborate publication for a reflector company reporting outstanding installations of lighting equipment along with information useful to architects, electrical engineers and contractors. While representatives reported that the publication was received favorably, to my knowledge it never brought any written comment.

Another publication on which I was the ghost writer for the sponsor who would OK no copy that did not

plug his product expired with its sixth issue because "it didn't pay." Other publications I have edited to provide a bit of entertainment as well as keep their sponsors' products or service before the trade have, without exception, brought much favorable comment—definite evidence of good will building.

For the past seven years I have edited such a publication for a company that uses no other advertising with the exception of very small space in industrial directories. It is just four 8" x 10½" pages, folded for open mailing. Its format is ordinary but its title is suggestive of a bit of entertainment and relaxation and it is not misleading—the little paper provides ten or fifteen minutes of just that. Often it doesn't carry any advertising at all, but when it does it is separate from the reading matter, which consists of a bit of philosophy, humor and verse. Through this little publication the management personnel has been made well and favorably known to the entire trade which is occasionally taken behind the scenes for a peep at production processes but never pumped full of reasons why those processes make a better product. Requests have more than doubled its distribution and the good will it has built is worth many times the amount of money it has cost.

GEORGE KINTER.

STRING AROUND THE FINGER

I was interested in the law suit over the "string around your finger" idea as reported in the February issue of *The Reporter*. This type of letter, as we know, was originally written by Eytinge about 35 years ago and I have used it according to my records since February 1925 with and without the string attached. I have old yellow samples with string attached that were made up in January 1929.

The Direct Mail Association could do a lot less valuable things than combatting collection rackets of this kind.

Alan M. Deyoe, Cir. Mgr.
Popular Mechanics Mag.
200 East Ontario Street
Chicago 11, Illinois

Reporter's Note: Thanks, Alan. We'll send your letter to the Judge who upheld the phony "modern" copyright.

THE REPORTER

WHY THERE IS A DEFICIT

Members of Congress should read page 2 of the April issue of the *Illinois Postmasters News*. It is a monthly "house magazine" published by the Illinois Chapter of the National Association of Postmasters of the United States. The lead article by E. J. Mahlandt Breese advances the idea (often discussed in *The Reporter*) that the Post Office Department should have a public relations or promotion division . . . not only to sell various services of the Post Office but to explain the operations of the Department to the people of the country.

The paragraph we liked best reads:

Let us tell our American Citizens why there is a deficit. Let the newspapers talk for us—let them "toot our horn", but we must give them a horn to toot. We must make it known that we handle tons of free mail, that we sell millions of dollars worth of bonds each year and that we handle the postal savings system, besides numerous other "side lines". Remember the soldiers' bonus bonds, the certification of them, etc., the Social Security forms, the Unemployment Census, registration of aliens, auto stamps, documentary stamps, war savings stamps, etc. Oh, yes, the Post Office is the proper place to handle these items, but wonder how many of our citizenry know that these are transactions handled in Post Offices outside of the actual handling of mail.

That's what *The Reporter* has been howling about for years. If the Post Office Department was given an appropriation to cover its non-revenue producing operations and if the Second Class subsidy was actually covered by an adequate appropriation, there wouldn't be any postal deficit and there wouldn't be any silly talk of increasing the rates on Third Class mail and the penny postcard. We suggest that our readers send the paragraph quoted above to their Congressmen.

2,000,000 Catholic Names
2,000,000 Jewish Names
4,000,000 Protestant Names

Wealthy and Middle Brackets

Wealthy Social Leaders, Club Women; Top Executives, Industry and Business; Church Societies, all denominations; Business and Professional Men or Women; Parents, Teachers; Trade Lists, All Lines.

ALL 1947 NAMES
96% ACCURACY
GUARANTEED

ASSOCIATED PUBLICITY SERVICE

203 Sperry Bldg., Port Huron, Mich.

USE
REPLY-O LETTER

YOU'LL DO
A BETTER DIRECT
MAIL JOB!

With Reply-O Letter: Your copy will do better . . . your lists will be more productive . . . Results will please you.

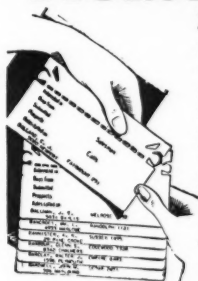
What Are Your Needs?



Write to THE
REPLY-O PRODUCTS CO.
150 West 22nd Street, New York 11

Visible Record

500 Cards **\$3.45**
6 x 4 Inch
Complete



Sheets of Cards
for Any Record

25 Card-Sheets Show FACTS on 500 Cards

Easy
Quick
Flexible
Durable
Portable
Compact
Low Cost
Convenient
Saves Time

Use Handifax Cards only. Join together. File sheets of Cards on edge like paper in correspondence folders.

Visible Facts Inspire Profitable Acts.
—Color Signaling—Visible Tabulation of vital information. Ten years national use. 500 Cards one side Blank, one side Ruled 6 x 4 in., \$3.45; 8 x 4 in., \$4.40; 10 x 4 in., \$5.30. Order now. Send no money. Satisfaction guaranteed.

Cost
Sales
Stock
Ruled
Credit
Payroll
Purchase
Prospects
Collection

Write for Catalog
Handifax ROSS - GOULD CO. **St. Louis**
357 N. Tenth St. (1)

PIONEER · MOSS

PHOTO - ENGRAVERS SINCE 1872

460 W. 34TH ST., N. Y. C.

MEDALLION 3-0440



20 NAMES OR 20,000,000?

List requirements may vary from a few score names of highest selectivity to many millions of general interest. Yet a single source can supply them all... for DUNHILL boasts one of the largest libraries of mailing lists in existence... maintains a fully organized research staff to compile special lists in quick order and at gratifyingly low cost.

- Foreign Lists
- National Lists
- Neighborhood Lists
- Industrial Lists
- Banking & Finance
- Professional Lists
- Housewives
- Known Donors
- Merchants
- Teachers & Students
- Religious Lists
- Associations & Clubs
- Ex-Service Men
- Anything

REMEMBER—you haven't **BEGUN** to open up your list possibilities until you've talked to DUNHILL!

DUNHILL LIST CO., INC.
565 FIFTH AVENUE
NEW YORK 17, N. Y.

Looking for that Elusive Idea?



THE REPORTER is packed every month with ideas and suggestions that can be adapted to any business. If you are not a regular reader... get on the subscription list and let the ideas passed along in each month's issue go to work for you.

Facts, ideas, new developments are highlighted in brief, easy-to-read reports. If you use the mails for influencing people... it will pay you to keep up to date by reading *The Reporter* regularly.

Rate: 1 year, \$3.00 2 years, \$5.00

THE REPORTER

17 East 42nd Street, New York 17, N. Y.

Why The Barbs At Direct Mail?

Here's an interesting report from Dean Burgess of The Knox Company, Fort Erie North, Ont., Canada.

A few nights ago my wife told me about a radio speaker who said that with the coming of television, now that advertisers could use the effects of both voice and visual presentations, other forms of advertising such as newspaper, pictures, Direct Mail and so forth would gradually decline, and finally be abandoned altogether.

My wife could not remember his name, nor the station from which he spoke. *So there is no record of his message.*

I don't suppose that he was selling radio space, but if he had happened to be selling it, and I had a million dollars to give him for radio space it would be impossible. Because there is absolutely no record of who he was, when he spoke, or on what station.

Like every radio message—his talk is "gone with the wind."

And there—I am almost throwing Barbs myself—and that is not what I intend to do.

Just how, may I ask this radio speaker, would it be possible for a prospective purchaser to listen to two different advertisements at once? Does he think that any radio listener will personally record all of the programs for Monday, Tuesday, Wednesday and each day of this week—then take different stations next week so he could be sure to hear all of the advertisers?

What about the advertisers that he does not hear? An advertisement in a newspaper, or by Direct Mail, is recorded forever. Whether there is only one—twenty—or a hundred—the reader can examine every one of them. He can reread them as many times as he wishes to do so. Just how would it be possible, through radio advertising, to make sure that the listener will tune in and be listening, at the exact hour that you want him to listen? Suppose that the listener is out to the grocery store—

or happens to be running a vacuum cleaner? Then, suppose you are selling to a selected list—like the doctors—or plumbers—or hardware men—or any classification of business men. Can you afford to pay for radio time to reach that one particular client? When Direct Mail is used, it selects only the classification desired.

Or, supposing that you have a large number of customers, and you want to reach just the customers. Can you afford to use radio to do it? Are you sure that even one per cent of your customers will hear your message?

Or suppose a firm—like all firms—has lost some customers. Will those lost customers be kind enough to tune in on the radio, listen to his announcement, and then like the Prodigal Son, return into the fold?

Or again—suppose some certain people have expressed interest in a product—have written for information? What do we do? Broadcast that the information will be announced over the radio at a certain hour of the day and will all those who inquired be sure to listen?

With Direct Mail—we select those people and we send messages to each classification. The message fits those particular people, and no others.

The message waits until the person is ready to read it. It is there to be reread as often as he desires to read it. It sticks around, as long as he wishes it to stick around.

Which reminds me—just how will you furnish the customer with an order blank, where he can sign on the dotted line, over the radio? We furnish them by Direct Mail, all of the time.

And if you think that people don't read—reread our Direct Mail—a good many times—and that they don't send in those orders and those order blanks—just come and look at the files of any firm who sells goods by Direct Mail. You will not only find them full of orders—but you will find order blanks that the customer has kept around for three to six

THE REPORTER

months or a year. Hundreds of orders of that kind—every firm who chooses the mail to sell goods has their files full of such orders. Order blanks which have been kept a month to six months or even more.

Some few orders come in after a year—two years—and even five years. Because the order blank is there as a permanent record—and it can be used any time.

It may be sent to Bill Smith—and used by John Jones. Who cares? It is an order just the same.

How many firms have their files full of orders secured from radio advertising? There are some—I know. But I feel sure that for every firm that has a file of orders from radio advertising—there are one hundred firms who have their files full of orders from Direct Mail advertising.

And yet—this is not intended to disparage radio advertising. In some cases radio advertising does have advantages over other forms.

Our own firm uses radio advertising, newspaper advertising, and Direct Mail advertising. Recently we were asked about whether we would eliminate letters, catalogues, or something else, if we had to discard one form of advertising?

I cannot answer a question of that kind. That is just like asking me if I had to refuse orders, how would I refuse orders of people who live on the north side of the street, or on the south side of the street. We use advertising, of all kinds, not for the purpose of making printers, the post office, the newspapers, or the radio stations rich, but for the purpose of trying to make ourselves some money.

When advertising doesn't make money—we don't use it. When it does make money, we use it as extensively as we can—not for the other fellow's benefit—but for our own. The minute that we reduce any of the forms of advertising which we use, our sales drop and profits drop. So why in the world would we want to do that?

Why in the world will we have any quarrel with radio advertising, newspaper advertising, Direct Mail, or any other form? They are all good. They all make money when a firm knows how to use them.

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I don't recall any Direct Mail magazines, Direct Mail speaker, or anyone else connected with the industry ever throwing Barbs at newspaper or radio advertising.

Why oh why must they continue to throw those Barbs at us?

Reporter's Note: We agree with Dean Burgess. Quarreling between the media is . . . silly.

ANSWERING AN INQUIRY

Of Course Mr. Hoke

there are no hard and fast rules for letter writing. One man can defy the laws set forth by another and get phenomenal returns. However, this bothers me.

On more than one occasion I have read a precept in *The Reporter* advising against the use of "I, ME, WE, US and MINE" yet Robert Hawkins enjoys an ever increasing business while evidently oblivious of that advice. Now, the enclosed by none other than the author Jack Carr.

If you could find time for a short letter I would really value your opinion as to just when a letter writer might relax and use the first person.

This request is from your subscriber, NIXON, STUART & BARKER Of which Allen W. Sawyer is Pres. 329 Fulton Street Peoria, Illinois

Reporter's Answer: All good rules, Allen Sawyer, have exceptions. The two you offer are pertinent. Hawkins deliberately builds up a personality to sell dried fruits (just as Frank E. Davis did with fish). Jack Carr is an individualist . . . selling his own very personal services. So he can be excused for talking about himself. He has to sell himself.

The "I, we, me, us, our, mine" rule is meant to apply to general business correspondence and to the average or normal sales letter. The idea is to eliminate the expressions using those words and to substitute you and your terms which make the reader, rather than the writer, the hero of the letter.

It's just good plain selling sense.

But sure . . . there are times when the letter writer can relax. You relax in social correspondence. You should do so in cordial business letters. Even though you do relax, make the other fellow the hero.

The best rule after all is . . . just be natural.

DO YOU SUFFER FROM

LIST-itis?



If the results from your last mail campaign weren't up to par, you may be suffering from LIST-itis!

The diagnosis of LIST-itis is list deficiency. The Causes: Use of lists too old, neglected list maintenance, lists which are just names—but not buyers, etc.

THE CURE: Berliner CUSTOM MADE LISTS

because they are hand-tailored to your individual requirements will give you that extra pulling power.

FREE

Write today for our free survey, "FIRST AID FOR DIRECT MAIL SELLING."

J. J. BERLINER AND STAFF
212 FIFTH AVENUE, NEW YORK 10, N. Y.
Telephone: LExington 2-4745
Offices in Philadelphia, Washington, D. C.

YOUR RESULTS . . .

Pull them up by reaching the rich New England market.

We offer you 35,000 potential new customers.

Used successfully in many national campaigns introducing new products, new publications, new services.

Get a preview of National demand at low cost with a cross section test of 2,000.

Write for details, rates and counts

LIST DEPARTMENT
PUBLICITY SERVICE BUREAU, INC.
219 Forest St., Babson Park 57, Mass.

Notes from a Mail Selling Scrapbook

By JAMES M. MOSELY



Met a successful mail sales manager the other day who's coaching three promising G.I.'s for key jobs in mail order.

Each was given two months' specialized work and study in each of three departments. They learned much first-hand.

They're about ready to lighten the load of their boss and other top men—and to move forward to higher pay checks.

More varied experience should be given mail order beginners to mature them faster and enable them to take more responsibility.

Maxwell Droke, Indianapolis, mail order entrepreneur, has built a national business on "discreet jokes" for 10,000 amateur and professional speakers from a fairlylike 85-year-old house made over into an office. (Feature article told "all" in April 13 Indianapolis Star magazine.)

Downstairs, the girls stuff envelopes and ship out books. Upstairs, beside a crackling hearth, Max writes copy and passes on each "joke by Droke", for his books and his bulletin, "Quote" (\$5 a year). Protestant ministers, Catholic priests, Jewish rabbis and auctioneers are all preferred prospects. He also sells to radio comedians.

An air mail campaign was split two ways:

Half used conventional letterhead.

The other half carried "via air mail" on letterhead. The 2nd half produced 22% more returns.

Air mail letters should be dramatized to prospect with special letterheads or labels. Prospect may not see outside envelope.

Turning the stockholder into a liberal user of the product is being

accomplished by PEPSI-COLA'S president, Walter S. Mack, Jr., by using the mail to invite stockholders to parties and a talk.

In New York City, Chicago and Los Angeles 14,000 have accepted so far.

Use of a 3c stamped tipped-on at top of a letter to get the prospect to reply has paid off for a large mail order insurance company.

"Baby chicks by air anywhere in U.S." is being featured by Nichols Poultry Farm, Kingston, N. H.

Third class bulk mail at minimum rate of 1c is entitled to 1 1/3 ounces. But rarely does the mail order seller use up more than 8/10 of an ounce.

C. B. Mills, O. M. SCOTT & SONS CO., Marysville, Ohio, who obtained helpful advance reaction to comparative pieces of copy from a "jury" of mail authorities, thanked them this way:

"HERE IS A PRESENT FOR YOU

"You will receive by separate mail a small box of our new Weed-Feed combination. It is enough for 600 square feet. Follow directions and see what happens. Use it on the weediest 20x30 space in your lawn. It takes about three weeks to see the results.

"Thanks again for your Letter Jury Service."

J. E. Markus, President, Markus-Campbell Company, Chicago, correspondence courses by mail, has this to say about the danger of destroying customer lists through fire:

"In a recent issue of *The Reporter* you touched on protecting mailing lists in case of a fire.

"A few years ago we were able to get an insurance company to cover us on a

basis of \$1.00 per customer stencil and 50c per inquiry stencil in the event of a total loss, or for the cost of the stencil plus typing in the event a stencil was readable but not useable and a new stencil had to be typed.

"We also have a rider on this policy that in the event of a loss, we are not obliged to submit actual proof of loss sustained in dollars and cents. In other words, the insurance company agrees to pay on a basis of the number of stencils damaged or destroyed.

"Our policy covers 250,000 most recent stencils dating from the date of the damage.

"I am sure all of us in the mail order business would like to know what others are doing."

Perhaps some of our readers will give us thoughts from their own experience.

Your prospects by age groups as they are expected to be July 1st, 1947 (N. Y. Times April 27th), compared to 1914, based on Bureau of Census forecast:

	1914	1947
Under 24	47.9%	41.7%
25-44	30.8%	30.2%
45-64	16.4%	20.7%
65-74	3.4%	5.1%
75 up	1.5%	2.3%

In other words for the time being you are trying to sell more older people.

Couldn't help but be impressed with article "How the Book-of-the-Month Club Began" in May Atlantic Monthly. Henry Seidel Canby, head of judges of that colossal mail order club, reveals:

"It took us a long time—too long—to learn a simple truth . . . if we liked a book well enough, the public seemed to like it also."

He adds:

"And so we discovered what any observers with like advantage would have found out: that the intelligent interest of the American public had been grossly underestimated by publishers and advertisers. It was a public better educated and less provincial than either educators or booksellers had been ready to believe . . . Selling tripe to the public may be easier, but is not necessarily more profitable than giving them good meat."

Perhaps some mail order copy could be upgraded to advantage . . . toward a higher intelligence level.

WOES OF AN EDITOR

March 19, 1947

Mr. Henry Hoke, Publisher
The Reporter of Direct Mail Advertising
17 East 42nd Street
New York 17, N. Y.

Dear Mr. Hoke:

If Direct Mail Advertising has reached such a point of perfection that *The Reporter* can devote its first 2½ pages to the matter of abolishing "Dear" in business letters—isn't it time for the DMAA to disband so members can spend their time and money on more adult projects?

Personally, I doubt if we have reached Utopia.

Seems to me I have heard of Direct Mail advertisers battling paper shortages—of rocketing costs that create daily new problems—of printing difficulties and labor troubles—of threatened increases in Postal Rates—and so on and on and on.

Seems to me an energetic trade organization *could* provide much desperately needed advice and information these days. But so help me, I'm going on a reader's strike if ever again I discover myself reading about the philology, etymology and histology of "Dear." I thought that sort of stuff was only indulged in by bureaucrats here in Washington!

Sincerely yours,

S. M. Armstrong
Director of Advertising
National Radio Institute
16th and U Streets, N.W.
Washington 9, D. C.

Reporter's Answer: Go ahead, Stuart Armstrong, and use your old "dear" to your heart's content. Some of our readers complain at times that we are always battling too seriously on something or other. We've gone after fake patents, frank misusers, propagandists, frauds; we've tried to help on paper shortages; we've criticized rising costs, slow deliveries, sloppy work . . . and we are sure fighting postal increases.

We thought readers like you would welcome a relief in the form of a jocular attack on the outmoded stuffiness of business letter salutations and closings. Yours has been the only complaint (expressed). There have been plenty of letters of approval.

Maybe the subject isn't so silly as you think. Perhaps . . . with all the serious problems we face in business today, we need more friendly, human, conversational letters . . . to bind us closer together.

What is silly about that?

THE REPORTER

More About the Same

Our old friend and debator deluxe Horace Nahm also didn't like the idea of losing the "dear" in business letters. Wrote us a two page letter about it . . . but emphasized that it was "personal, private and confidential . . . not intended for publication." So we can't print his rather unique reasons for wanting to stick to "dear." He's afraid that the task of starting each letter differently will tax too greatly the ingenuity or cleverness of the writer. So what? Doesn't every letter have to start differently . . . after the "Dear Mr. —?" Doesn't every conversation have to start differently? And the start doesn't have to be clever or "cute." It should just be natural.

On the sunny side of the subject . . . here's a letter from Atlanta:

For Henry Hoke, Editor
The Reporter

You know, Henry, this "Dear-ing" of every Mr. "So-and-So" I write to has been getting me down for a long time but only occasionally have I had the ability to get away from it.

Now, with the backing of the SFADIBL, I'm going to quit being affectionate to a lot of folks. Not that I object to calling you "Dear Henry." In fact I like it. Also, a lot of other people are "dear" to me but I do object to saying "Dear Mr." to a lot of men I've never even met.

You'll judge from the above that I'm all out for this "Let's Drop the 'Dear' in Business Letters" and what I want to know is where I send my dollar to get 360 stickers to that effect.

Quite frequently, I've had the courage to drop the stilted closing on my letters and now that I have company I'm going to choose my own salutations.

My letter writing tasks are going to be a lot easier from now on, Henry, thanks to your giving George Kinter's letter the front page in the February *Reporter*.

Harriet Mae Judd, Secy.
Atlanta Graphic Arts, Inc.
Chamber of Commerce Bldg.
Atlanta 3, Georgia

Reporter's Answer: If you send your dollar, Harriet, to Dolores C. Hillenbrand, executive secretary of TSFADIBL (The Society for Abolishing Dear in Business Letters) 111 East Delaware Place, Chicago 11, Illinois, she will send you a booklet containing 360 of the "Dear" stamps. Thanks for joining the ranks.

(Continued on Page 36)

Many Out of Town Firms

Use Our

**UNUSUAL
FACILITIES**

— for —

**MULTIGRAPHING
ADDRESSING
MAILING**

Overnight Delivery Service

Get Our Estimate

THE
CONNELLY

ORGANIZATION, INC.

304-06 N. Broad St.
Philadelphia 2, Pa.

— DIRECT MAILERS! —

"DOODLE-BUG HEADS", popular cartoon novelty, now available for blotter advertising. Ready for client imprint.

RAY THOMPSON STUDIOS
116 Greenwood Ave. Wyncote, Pa.

HOWARD **SELL
YOUR
PHOTOS** **PRODUCTS**

Commercial - Industrial - Theatrical.
Postcards 2c; blow-ups on heavy board special 20x30 \$2; 30x40 \$3.
Your products pictured differently from \$4.50. 24-HOUR SERVICE. Free Sample Kit.
HOWARD PHOTO SERVICE — Dept. R
168 W. 46th St., New York 19, N. Y. BR-9-2490
Serving Customers Coast to Coast

SELL BY MAIL

Let this successful mail order advertising agency show you how to sell your merchandise, books, courses, services, etc.

The ARTWIL CO., Advertising
24 West 48th Street • New York 19, N. Y.
MEdallion 3-0813

FREE BOOKLET

Mail Advertisers!—If you use booklets, letters, folders, broadsides, catalogs, etc.—Send for FREE BOOKLET entitled:

**"HOW TO CUT MAIL
ADVERTISING COSTS"**

This booklet will be mailed ONLY to firms requesting it on their business letterhead. (Advertising agencies, letter-shops, and printing companies, please do not write).

ADDRESS:

J. R. Warren-Smith & Associates
146 West 25th Street, New York 1, N. Y.

Dear Henry:

I see no reason why I cannot address you or anyone else as "Dear" if I want to and feel that way about it. The use of the term does not necessarily mean the writer is in love with the fellow who gets the letter, even if he says nice things to him. If the letter is critical, or is trying to get him to pay a past due bill for example, it might be used just as it is in conversation—in a sarcastic vein. It is all in how you look at it or interpret it.

Years ago I was told that proper definition of a word depends on the circumstances in which it is used. So long as you know what it means where it is used, you are defining it properly.

Surely nobody would get mad at a letter in which he is addressed as "Dear Mr." or "Dear John". There are many instances, however, where the reaction might be mighty unfavorable if the writer should call him what he *thinks* he is!

There are times when for many reasons it is advantageous to address the party or parties being written in some other manner or to just not "call them anything at all." This is true where a large number of letters are being sent to various types of people and produced on a multigraph or some similar machine.

Many, many letters go out from this office without any "Dear Mr." or anything of the kind. Also, without any "Yours very truly." We started that many years ago. They are on "cases" involving our clients and attorneys with whom we correspond regularly. Each one of them may get five or six letters each day. We even send them out in one envelope. It is really volume correspondence—but personally dictated letters.

So, the idea is not a new one, by any means, but it is one which can be abused. It seems to me that the idea is to make the recipient of a letter feel as good as possible, regardless of what the letter may say. The writer surely has nothing to lose and everything to gain by looking at it this way.

H. L. Smith, Manager
United Beverage Bureau
United Building
Louisville 2, Kentucky

Reporter's Note: To those who want to keep on using "dear" . . . we say, keep on using "dear." To those who like change . . . we say, make your letters as natural as your conversation. Don't try to be overly clever just to get away from the standard forms of salutation and closing.

At the last minute, the following note arrived from Lewis Kleid of Mailings, Inc., 25 West 45th Street, New York 19, N. Y.

HENRY—The subject of streamlined correspondence discussed in the February issue deserves serious consideration. The

conventional salutation and formal closing is time and word wasting. It's almost as useless as the old-fashioned, "I take my pen in hand . . ." or, "I remain your faithful and obedient servant . . ."

I have solved the problem by using this short-size sheet. It necessarily eliminates the salutation and closing. Space limitation makes me get to the point without beating around the bush. I can use it for 90% of my correspondence and it saves time for me and my secretary. Note—no folding is necessary.

Reporter's Note: Lew Kleid's sheet measures $8\frac{1}{2}$ " x $3\frac{5}{8}$ ". His usual letterhead is condensed into one (two color) line along top. It will carry date and at least eleven lines of typing, with room for signature. *The Reporter* has ordered similar sheets for short notes. Good idea.

HELP WANTED

WANTED: General secretary and copy writer to prepare campaigns for Catholic book publisher. References required. Box 41, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

WANTED: Sales Manager for long-established, reputable direct-mail cosmetic house located in pleasantly small southern city. Prefer man in early thirties, congenial and well-balanced, with positive background in direct-mail advertising, including creative copy-writing, recruiting and sales promotion. Man may now be assistant with some other successful direct-mail house but looking for opportunity to move into a more promising future. Write fully, giving accurate detailed record of present activities, record of past ten years employment, specific salary expectations, and five references. Attach samples of work, which will be returned. Give all information in first letter. Box 42, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

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LETTER GADGETS keep those letters out of the waste basket and pay for themselves many times. These are attention-getters which triple the pulling power of letters or circulars when properly used. Send for circular and price list illustrating many of them.

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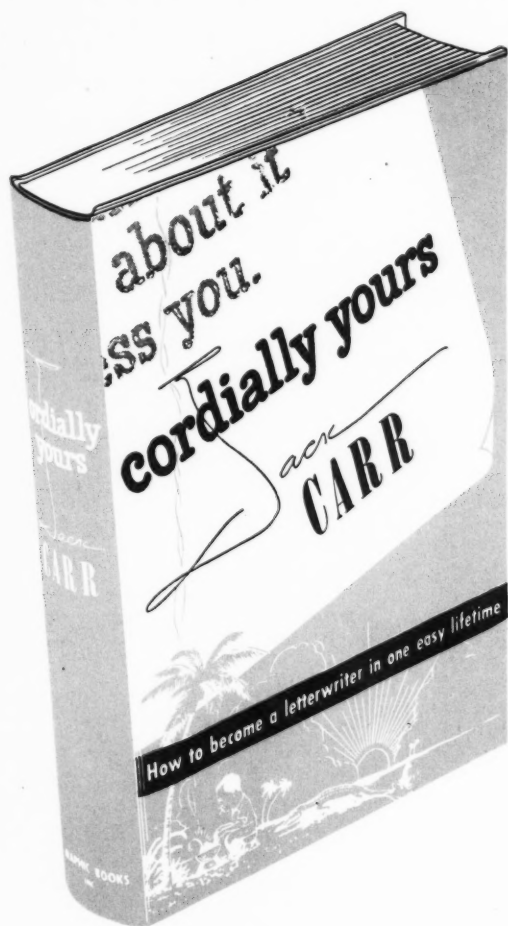
HELP WANTED

ESTABLISHED NEW YORK CITY Mail Agency has openings for several men to train for its executive staff. Weekly payment and liberal participation in profits. Must be willing to get hands dirty and run errands, or anything else on occasion. Any experience on office machines, advertising, publishing, accounting, or sales may be helpful. Apply in own handwriting, please. Box No. 121, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

HELP WANTED — MALE

MAIL ORDER. Unusual opportunity open in San Antonio with one of Texas' largest mailers. Must have executive ability with extensive training in copy writing, layout, editing and cost analysis. Please give full details in first letter: Age, educational background, resume of business experience, business references and salary expected. All information will be held in strictest confidence. Address reply to P. O. Box 2710, San Antonio 6, Texas.

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TESTIMONIALS? Yes . . . we could get you plenty of testimonials if we had time to send advance proofs to the well known experts in the Direct Mail advertising field. About a dozen people have seen parts of the final manuscript. They have all said, "This book is too long overdue" . . . or words to that effect.

One advertising writer leafed through a few pages and said, "I'd buy any book Jack Carr writes . . . no matter what the price."

Another advised "Maybe you are wrong about a limited edition . . . Jack's hundreds of friends will want this book and so will the newcomers who will get an emotional uplift from his stimulating copy."

We'll bet the price of the book right now that experts in all fields covered by the collection of letters will praise "Cordially Yours" to the skies. And it's a pretty long list at that. Included are letters to sell the goods or services of wholesale florist, dental laboratory, cleaner and dyer, men's furnishings, coal dealer, specialty printer, health club, automotive services, telephone service, furniture store, dog kennel, label manufacturer, thread manufacturer, Southern hotel, retail florist, investment counselor, instrument manufacturer, shoe retailer, letter shop services, children's home society, lumber dealer, church and relief organizations, milk bottle case manufacturer, pecan grower, and a gold fish breeder.

As one advertising expert concluded (after reading a dozen or so letters), "Advertising copy sure needs a shot in the arm . . . and this may be the book to do it."

GRAPHIC BOOKS, Inc.

Date _____

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Please reserve and ship as soon as off the press . . . copy(s) of the new book

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Hickey-Murphy-St. George, Inc. is a young organization with a twenty year old backlog of experience in getting results via the direct mail route. We offer its creative facilities to direct mail users who have an appreciation for the hard-headed, practical, "nuts and bolts" approach to selling problems.

We'll take your basic thought and work it into a hard-hitting direct mail piece or an entire campaign without conflicting with your present advertising agency connections.

Cost? — Hickey-Murphy-St. George, Inc. service is offered on a modest fee basis — per assignment or per year. Our strongest selling arguments are the direct mail jobs we've done for large and small clients. An interview with one of our principals will provide the answer to your direct mail problems.



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